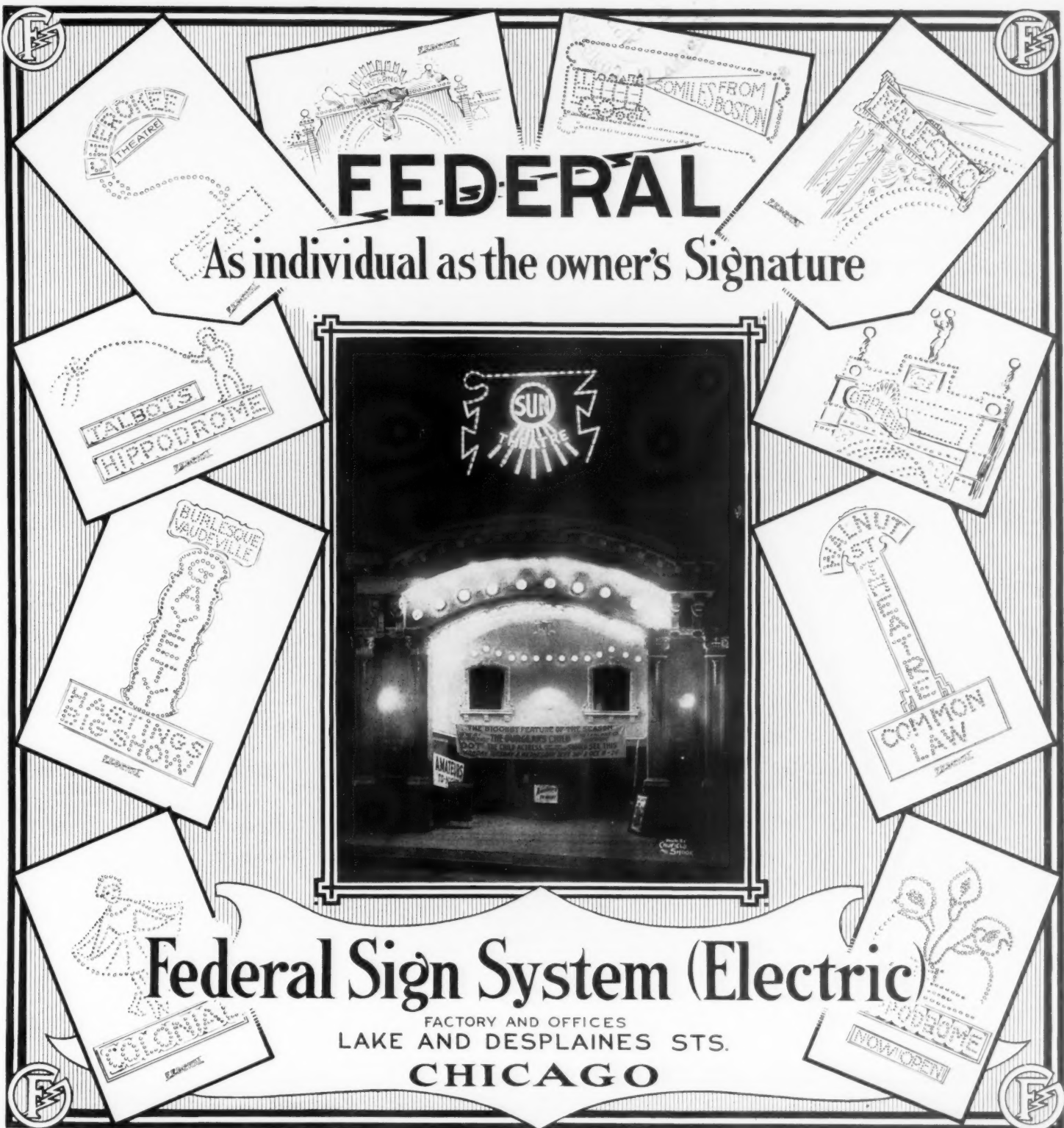


DECEMBER, 1912

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

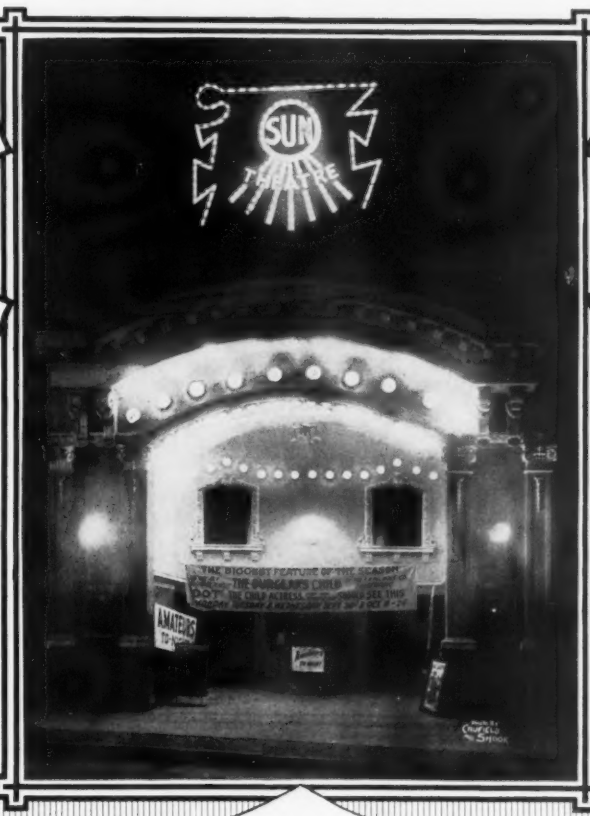
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FEDERAL

As individual as the owner's Signature

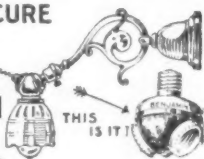


Federal Sign System (Electric)

FACTORY AND OFFICES
LAKE AND DESPLAINES STS.
CHICAGO

DOUBLE HOLIDAY LIGHT AND LIFE FOR OBSCURE CORNERS

BENJAMIN TWO-LIGHT PLUG CLUSTER



If you have only one socket but want more light, or want an extra wire at some distant point for ornamental, decorative, or display purposes, you need no new equipment—just screw the plug into the outlet. *It does the work of two.*

*Simple as can be—
Equally Inexpensive*

Write for our list of
lighting specialties

Benjamin Electric
Mfg. Co.
Chicago
120-128
So. Sangamon St.
New York
San Francisco



Packard

TRANSFORMERS

Have been leaders since pioneer days

and

PACKARD INSULATION

Including Insulating Cloth, Tapes and Varnishes

Explains Why They Lead.

Our circulars give other reasons.

THE PACKARD ELECTRIC CO., 342 Dana Ave., Warren, Ohio

Sterling Lamps

are the lamps that sell year after year to the same buyers, because our attention is not confined to the samples you carry; it is given in equal measure to every single lamp you subsequently hand out.

Sterling Lamps are the ones which carry with them to the distributor a co-operative plan that practically guarantees a profitable business from the start.

Are you next? If so, write us today.

Sterling Electric Lamp Works
of
General Electric Company
Warren, Ohio



**“American
Beauty”
Electric Iron**
The Best
By Ironing-Board
Test

GUARANTEED FOR
ALL TIME

American Electrical Heater Company
1335 WOODWARD AVE.
DETROIT MICHIGAN U.S.A.
OLDEST AND LARGEST MAKERS



don't be
afraid to
say—



**“I’m
The Guy”**

When You put one
over—Don't be too
modest to tell us
about it in a
DOLLAR IDEA

FOR every good one we'll send you the cutest little dollar bill you ever saw.

AND—you get the other fellow's hunches and he gets yours—you're both ahead.

THAT'S what Dollar Ideas are for. Read the ones in this issue.

—The Editor.



ELECTRICAL MERCHANDISE and SELLING ELECTRICITY

VOLUME XI DECEMBER 1912 NUMBER 12

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WHY NOT GET the MERCHANTS

of your city interested in orna-
mental street lighting?

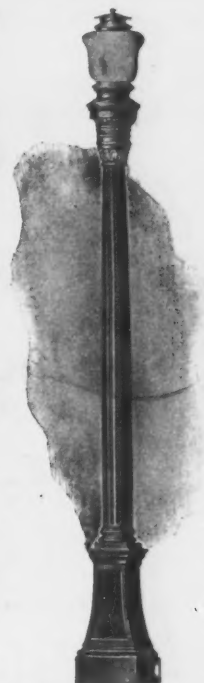
Start Something

either with the Merchants' Asso-
ciation, Board of Trade or Boost-
ers' Club or as a straight better-
lighting - better - business cam-
paign.

We can send you data that
will start it, push it, and get
it. Write for it.



Lockport, N. Y.
Bracket on existing
trolley poles without
removal of overhead
wires.



New Haven, Conn.
An installation drawing
Street Lighting Com-
mittees from all over the
country.

ORNAMENTAL LIGHTING POLE
POLES FOR ALL TYPES OF LIGHTING
118 Liberty Street, New York City

HARKEE BROTHER



What's the use o' foolin' **!!!!**
with these disappearing
New Year's Resolutions? Before you
can get the salt to put on their tails—they're gone—they're gone.

Here's something better.

A New Year's Resolution is simply a promise you
make yourself, not to leave undone something you've thought
of and meant to do before—and haven't done. Well—what
about the other clever things you haven't thought of?

If you want to do something to make the new year better
to you than the old—there's just one thing you need: more
constructive ideas, more suggestions, more encouragement,
more inspiration, more of the other fellow's good brain-
throbs to add to your own.

Now, here's the hunch.

Read ELECTRICAL MERCHANDISE and take
the other-men's-ideas it brings you and set them to work
FOR YOU. If your subscription runs out with the old
calendar, renew it now while you think of it. And ALSO
—if you have a good friend, in the business but not yet a
subscriber, send him ELECTRICAL MERCHANDISE—
just as a token for Christmas or New Year's.

Am I right?

—The Editor.

SUCCESS is the result of SERVICE.

**SERVICE is defined by Webster as
“labor of body or mind.”**

**GREENWOOD SUCCESS is the result
of GREENWOOD SERVICE.**

**GREENWOOD SERVICE is synonymous with
Webster's definition—“labor of body” in producing
effects in both large and small electrical displays
which have been planned by “labor of mind.”**

**SO PERFECT is GREENWOOD SERVICE that
once we place an electric sign in any community, it
becomes a “repeater” and we now have regular cus-
tomers in every town and city ever entered into
with our product.**

**THIS IS WHY “Greenwood” continually grows
larger—we look after the customer AFTER he
pays his bill—we can “come back.”**

**THESE STATEMENTS can be SUPPORTED by any amount
of statistics.**

ARE YOU a Greenwood customer?

**DO YOU take advantage of GREENWOOD SERVICE in
placing a valuable electric sign load on your lines?**

**DROP US A LINE regarding local conditions and ask for our
New Bulletin.**

Greenwood Advertising Company
Knoxville, Tenn.

Largest manufacturers of *Individual* electric signs in the Country

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

Help Wanted for 100,000 Men

A Problem With the Answer Handy—A Plea to the Man in the Average Central Station

By W. E. BAYARD

[Mr. Bayard has called this article "A Plea for the Man in the Average Central Station"; it is more than that. It is a straight finger pointing to a dormant opportunity that, when it is realized, will affect every man in the industry. That does not mean that every man will grasp it and make it his own. But every man can if he will and the race the strong run will be that much the swifter to the goal.

This article is but a suggestion. It is not necessary—now—to go into the constructive details of the system needed. There is ample precedent to follow. What is wanted—and at once—is a voice from the 100,000. You're one of them; the men you work with are others. There is all we can ask of organization, equipped and eager for the work that is best. Will you do your part in sounding the appeal?—Editor.]



VERY great movement for uplift is necessarily slow in getting under way, in gaining speed; there must be pressure behind it. And if the need for the welfare work be nation wide, the entire national industry must clamor for it and work for it, if it is to come and bring its bounty. Are we doing enough in the central station industry to effect this higher utilization of the employee, that we have talked about? Is the individual company giving more than a supinely theoretical support?

What are you doing in your town?

The electrical industry prides itself on its record and reputation for fast, progressive development, for its leadership in spreading the gospel of co-operation. When you come to think of it, this co-operation spirit of ours has been staying out o' nights overmuch. It has been cruising around with proverbial Charity and neglecting the work at home. For instance, and to come down to your own back yard, what facilities have your own employees—your salesmen, your meter readers, your linemen—to instruct themselves for a greater capacity in a broader work for you? Where do they turn if they want to study? What are you doing toward practical co-operation with them—in your own good interest?

In the paper entitled "Educating Central Station Employees," presented before the last convention of the National Electric Light Association by Mr. H. E. Grout, the need and opportunity for association work are expressed most aptly in the following paragraphs:—

Everywhere there is an awakening. Employers realize that he who is best educated is the most useful. In the light of the new science of business-building based upon the proposition that he profits most who serves best, both are benefited, and the customer or patron no less than either. It is useless,

however, for this Association to plan an educational scheme, more or less comprehensive, unless the thought is aroused and encouraged in each individual employee, "How best can I develop my latent talent, that it be used to the greatest advantage of myself and others?" Every normal employee, however, wishes to advance. In order to advance he must have the ability to do.

What to do? Is there any existing course of studies which covers our requirements sufficiently well? An exact statement of central-station service has yet to be made. A course of study upon so important a subject could not be compiled by a mere student, and is it not advisable that we, as an Association, plan a practical scheme for the educating of central-station employees which will prove satisfactory?

It should be possible for any employee to obtain just the information he requires and at the time he needs it. It should be the purpose of the proposed course of study to anticipate the requirements of each so that the service rendered shall be spontaneous and easy to get at. A well-trained employee will intuitively do the right thing at the right time. The results from logical, sound training should be just as satisfactory as those obtained through the perfection of materials, of methods, and of machinery. Heretofore the greater amount of time and money has been expended upon the last three. It is time we gave more attention to the perfecting of men. It is sometimes thought that low operating cost is dependent upon cheap labor. In the central-station industry at least this does not hold good.

Most of our accountant members know what a reaction has set in against the employment of unskilled labor in billing work. This is now the work of properly qualified accountants, and the change has resulted not only in lowering the cost of billing, but in reducing errors and customer's complaints. Is there any valid reason why a

high standard of efficiency should not be obtained in all the other departments of central-station service and with equally gratifying results?

Because of the rapid growth of our industry, both general and special instruction is needed by the men. There is now no difficulty in finding positions for efficient employees; they will always be in demand, and must necessarily be developed. If you tickle the ground it will not laugh a harvest, and so we find governments teaching the science of agriculture, knowing that national wealth and prosperity depend upon the individual efforts of the farmer. In countries where the farming is diversified, the instruction also varies.

Central-station companies have improved their machinery and their business methods; why should they be satisfied with under-trained men?

Because at the end of their initial effort "failure" seemed to be writ large, some concerns have discontinued their education work altogether and have lost interest. That interest must be aroused again. Properly planned and prosecuted educational effort should prove profitable alike to employer and employee. The fault certainly does not lie with the education. Failures have occurred and will occur again until the experimental stage has been passed and the unsuccessful or unnecessary issues have been cut out, but the cost of these necessary experiments in lesson-giving are as nothing compared with the losses due to inefficiency and ignorance. Let us change the plan. Efficient supervision plays an important part in the educating of central-station employees. Supervision is not arbitrary bossing and distrust; it consists in encouragement, guidance, and instruction, and because it naturally leads, it commands respect. Employees as a class undoubtedly wish to do what is right. Failure may be caused by poor leadership as well as by lack of instruction.

There seem, after all is said, to be many

sources from which the knowledge necessary to the central-station employee may be gathered. Much could be accomplished by the aid of studies planned for each class of employee, officials or special instructors helping the student employee with the most difficult problems. Examinations, both oral and written, should be included, and the bibliography of each subject carefully compiled. The books and articles so chosen should be read studiously. In order to keep pace with improvements, special or general, in central-station service—which be it remembered covers all branches of the work—current articles or new works useful to the different classes of employees should be brought to their attention through the medium of the local Bulletin.

It is unnecessary to do more than refer to the educational value of the Company Section and the additional worth of the proposed special lectures to be given in connection with it by those occupying prominent positions in the development of the central-station industry.

It is not too much to say that a plan of presenting diplomas could be profitably adopted by the parent Association. Real merit should be associated with their possession, in which event they would prove invaluable to employer and employee. The method of award is a matter for more mature consideration.

The plan proposed is not new. It has already been suggested in that excellent paper on Private Policy, presented by Mr. Paul Lupke at the Atlantic City Convention, 1909. The Illuminating Engineering Society in its splendid course of lectures given at the Johns Hopkins University last year has given us a model for at least one phase of our work upon which we could probably with profit build the rest. This is not the time to go into detail. The plan proposed by our Association for educating central-station employees should not be the work of one individual, but should be built up by a committee after due consideration has been given to the opinions and requirements of all interests.

And in the meantime, while we are talking it over, what is the rest of the world doing? What action is the gas man taking?

Correspondence courses have come to be a very significant feature of many of our leading educational institutions. The Scranton Correspondence School has enrolled some 400,000 students, more than all the colleges and universities put together. Many of the large financial and industrial enterprises of the country are encouraging their employees to join the correspondence classes of our universities and so increase their efficiency and train them along proper lines for the higher positions. The National Commercial Gas Association, in turn, has recognized the opportunity by the organizing of a School of Gas Salesmanship embracing by correspondence two educational classes known as "Salesmanship Part 1" and "Salesmanship Part 2." Employees of membership are eligible for enrollment. The cost of each course is only \$5.00, but in order to encourage employees to join the classes, the Gas Company usually pays one-half the amount, thus giving every employee the benefit of an educational course; covering nearly a year for only \$2.50 per course. Six months' faithful service in the Company's employ is the only restriction imposed.

Here is a Review of the Subjects covered in Each Course:

Part No. 1: General Salesmanship.

1. The Real Salesman and the Near Salesman.
2. Practical and Personal Elements in Selling Gas.

3. Four Steps in Selling.
4. The Customer's Attitude toward a Sale.
5. Building a Selling Talk.
6. Building a Selling Talk (continued).
7. Turning Technical Matter into Selling Talk.
8. Selling Gas on a Large Scale. Part II: Factory Illumination.
9. Selling Gas on a Large Scale. Part II: Factory Illumination (continued) and The Store.
10. Selling Gas on a Large Scale. Part III: Industrial Purposes.

Part No. 2 covers a somewhat broader field, and the subjects taken up are:

1. The Gas Company, the Government and the Public.
2. Principles of Corporate Organization and Inter-departmental Relations.
3. Manufacturing.
4. Distribution.
5. Auditing and Purchasing.
6. Selling.
7. Special Campaigns.
8. Applications and Credits.
9. Installation of Meters and Appliances.
10. The Order Department and Dispatch.
11. Meter Reading, Consumers' Records and Collections.
12. Complaints and Correspondence.

After enrolling the student receives one instruction paper a month on each course. If he enrolls for the two courses he receives two papers each month. He studies the papers throughout and answers the questions found on the last page of his instruction paper. He sends the answers on to the secretary of The National Commercial Gas Association, on or before the 15th of each month. In the meantime the student will receive Paper No. 2 and goes on with the study of it. After finishing it he sends it in. By this time answers to Paper No. 1 will be returned with corrections, and so on throughout the course.

The Gas Company arranges for a lecture room to which each student is invited. Here discussions on papers already answered take place. Readings and lectures are arranged for and every student is asked to take part in the discussions.

There is a meeting once a month for students who have enrolled in Course No. 1, and a meeting once a month for those who have enrolled in Class 2. Those entering for both classes are privileged to attend both the meetings, although no restrictions are placed on anyone in the Company's employ that desires to come.

There is the system in brief. The popularity of the course proves its practical value. The experience of correspondence education in other fields answers all skeptics.

The central station industry has made many gainful strides in the last few years. The establishment of the company sections has brought big opportunity to the big company employee. In many cases schools of instructions have been established most effectively. The course of lectures now being organized by the N. E. L. A. will be of greatest benefit to the company sections who can enjoy it. The *Electrical Salesman's Handbook*, the *Meterman Handbook*, the N. E. L. A. *Question Box* reports, and the numerous publications which have been issued by the Association are all of educational worth to the Central Station employee, and make his way easier. Down behind it all, however, there must be some basic key of knowledge, accessible and measured to the small company man as well as the worker in the big city, some skillfully constructed graduated course of study that will take the eager, open mind and stock it with the right thoughts in orderly array, an educational influence that will mould the mind to the opportunity, to the end that the man may know how to appreciate and apply these many other ready and well-sharpened tools.

This means no radical experiment, no risky exploration in a new field; the first steps have all been worked out and their value proved. The experience of the National Cash Register Co., Curtis Publishing Co., Marshall Field & Co., General Electric Co., Westinghouse Electric & Mfg. Co., and a hundred other industrial and commercial pioneers is all of record and available. There can be no question as to whether or not such educational effort in the central station family would be a profitable success. It resolves itself down to the fundamental principle of efficiency—waste means loss. Stamp it out.

The "electric light man" has done some big things for himself and for the world. But in our enthusiastic approval of the great opportunities which have come to the men of our lime-light companies, have we not overlooked a crying weakness? One hundred thousand men in five thousand smaller central stations want to learn their business and there is no school.

Electric Vehicle Delivery a Problem for the Car Owner.

The factors which determine the cost of operating an electric vehicle for store deliveries may be grouped under the three following heads: (1) Character of Work. (2) Condition of Roads. (3) System of Operation.

(1). Assuming the size and type of truck has been properly selected, its maintenance which includes tire expense, repairs, cost of electricity, garage expense, and the percentage of depreciation to be charged off at the end of the year, depends upon the nature of the loads carried, number of cars in service, mileage per car per day, number of stops per day, and number of days the cars are in continuous service—all of which can be controlled by the car owner.

(2). The road factor depends upon the surface of the roads, number and steepness of grades, and the regulation of street traffic. While these factors are not under the immediate control of any one merchant or car owner, the united efforts of a number of merchants can accomplish much in this direction.

(3). The system of operation, depending upon the time required for loading and unloading, the routing of the vehicles, prevention of overspeeding and overloading, the care of the cars and garage facilities—is entirely within the merchants' control.

The success or failure of store deliveries by electric vehicles is therefore largely dependent upon the methods pursued by the car owner, and where such service does not prove successful it would be well for the merchant to ascertain whether the fault is not really his own rather than the fault of his equipment.

An Effective Window Feature.

The local office of the New York Telephone Company at Englewood, New Jersey, has recently succeeded in attracting passers-by and selling goods by posting each week in their show windows, a typewritten list of the names and addresses of new subscribers. This list is mounted on a sheet of cardboard 11 by 16 1-2 inches, under the heading "Weekly Bulletin of New Subscribers."

It attracts a large number of people, since nearly everyone who passes by is apt to recognize the name of some friend or acquaintance; and this naturally suggests the thought "If he or she has a telephone, why should not I have one, also?"

There's a good suggestion here for central stations operating in small cities.

Our Ungentlemanly Mis-representatives

A Little Talk "from-the-heart-out" on a Very Pertinent Subject

By EARL E. WHITEHORNE

[Criticising a man's children to his face is rather a ticklish pastime. Also, it usually isn't considered good taste. The following article, the fourth in the series, is perhaps a bit more personal and barbed than either that on "Go-To-Hell Correspondence" or the two papers on "the forlorn and abandoned central station show window." We believe, however, that it will appeal to central station men as a fair and undistorted presentation of conditions that should not exist but do.

The illustrations cited are selected from a depressing collection of similar anecdotes that have come to our ears one at a time, through the years. There is no need for more. For all the humor of such situations, it is not a pleasant train of thought to follow. But if these festers are to be stamped out among your men, if these blighting influences are to be prevented from reflecting on you as a central station man, we need action; the industry needs a purgative—and now.

What have you done in your situation to protect your company and yourself from the curse of the "ungentlemanly mis-representative"?—Editor.]



HE central station manager in the privacy of his own heart, thumps his chest and prides himself that he is in a grown man's business, a white man's business, a gentleman's business. He isn't just a little two-by-four merchant handing out goods over the counter. He isn't just a one-horse manufacturer with a puny little shop, grinding out one monotonous line of product; a man with nothing to think about but keeping down expenses and getting out the goods. The "electric light man" is somebody-in-town, he feels it, for he's doing business with everybody. They come to him. He has a man's-size job. He knows it. The world knows it. It's a great thing to be a central station man—hard work, but important.

Well, now—is it?—the way things stand?

Does the rest of the world know it?

To the man who's outside lookin' in—is the public utility a "gentlemen's business"?

In other words—straight from the chest—does the public feel that the men who run the central station are gentlemen—the kind of clean, honest, cheerful white men that we like to do business with?

In about eight communities out of ten they don't. I don't blame them, either.

People used to think that there were really only about four simon-pure, deckle-edged, ologotash, step-high-boys-the-king-is-com-ing jobs, only four sure-enough highbrows, outside the nobility; and they were the clergyman, the doctor, the lawyer and the banker. And even old moneybags was sort of a tail-ender. But times change. When the sordid public began to get used to the glory of the profession halo and see the regular human being 'way down underneath, the money changer got into the glare. The banker and the broker took the ring as the high-spots of "gentleman's business." Fond fathers diplomatically negotiated for a job for Willy, to start him in the bank instead of down by the dock, with the old man, where he belonged. "I want to start my son in a real opportunity, in a gentleman's business," was the way he looked at it.

I see the joke because I began in a bank myself.

But times have changed again. A "gentleman's business" now-a-days is any good, honest business where a man can make his living and his streak-o'-fat, in a straightforward, man-to-man way. In this day of standard-gauge minds and speeding dollars, any business that gives good service, that treats customers, competitors and strangers with justice and courtesy, and is a profitable success, is a dignified calling for any man, a "gentleman's business," if you want to call it that. But before the world calls it a gentleman's business, the world must learn

from experience that it is run by gentlemen—that is, by decent fellows and according to accepted principles of honesty, fairness and courtesy. I use the word "gentleman" not in the "blue-blood," snobbish sense, but rather for want of a better common term.

And right there—in the eyes and ears and minds of the great American public—the central station falls down from the high place it should occupy as a business to be proud of. I know what I'm saying and I know you're ready to fling the short-and-ugly jolt. But when I call anybody names, I have my evidence handy. Here it is in a few simple stories of personal experience, or the personal experience of other men

west, to see three men. One was the czar of a large central station. He called at his office one morning.

"What's the name?" said an office boy downstairs. It was given.

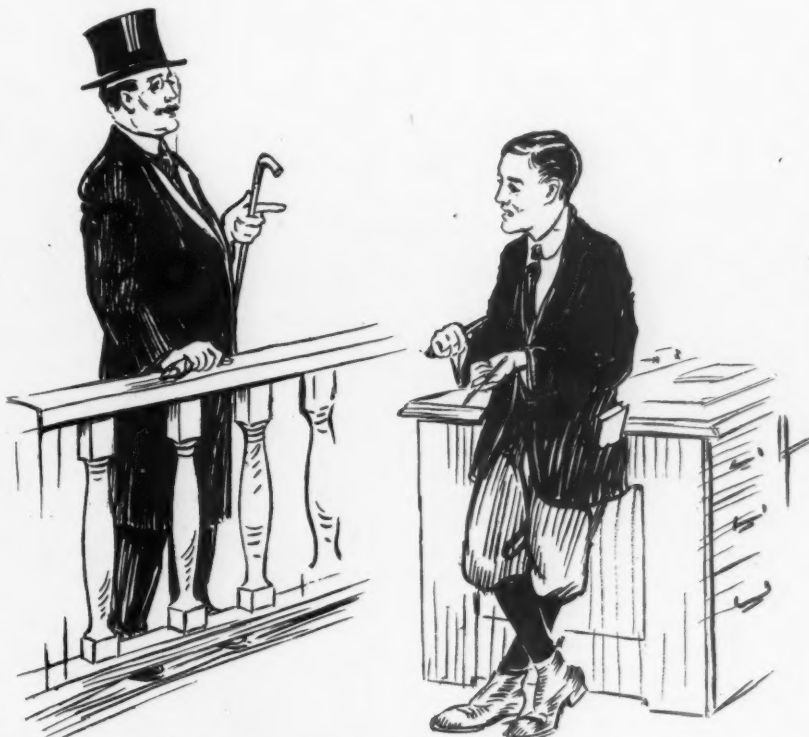
"Do you want to see him personally?" He did.

"What do you want to see him about?"

"Why, I'm not going to go over it here," was the answer, "I have called as the result of correspondence with Mr. K—. I want to see him!"

"Was it personal letters signed in ink or with a rubber stamp," asked the boy.

"Holy Salt Mackerel! It was hand-signed, white paper, blue ink, stub pen. Have I got to break down this gate or are you satisfied?"



This boy often gives the first impression that "the Company" makes. The caller may be a prospect for a big power account. Is this first impression helpful, in your case?

who have told me with their own lips, backed by their own well-earned scorn and profanity. I am not coloring a word. I am not distorting a fact. I am willing to give my authority.

Read it. Turn it over in the back of your head. Run it slowly through your thought-machine. And remember—we judge a man by the way he treats us and others—we judge a business by the way the men who represent it deport themselves—and we apply the general-utility-word "gentleman," or we withhold it.

Now listen!—

A friend of mine took a trip to the middle

"All right. Take the elevator."

On the elevator—"Floor, please?"

"Mr. K—'s office."

The black man looked him over suspiciously—"Don't you know what floor Mr. K— is on?"

He did not, never having called before. "You'll have to see the chief clerk. Third door right."

He entered Mr. Chief Clerk's office and was accosted by a stenographer, undergoing a pretty thorough cross-examination before he met the clerk. Then followed another "third degree," after which the chief clerk retired. In due time, the caller was in the

presence of the manager's private secretary. She was gracious but inexorable. Mr. K— was out and it would be impossible to say when he would return.

That afternoon he called up four times on the 'phone. Three times the czar was out; the fourth he answered.

"Is this Mr. K—?"

"Yes."

"Mr.—, I want—," and he told his story.

"Well," said the voice, "This isn't Mr. K—, but I'll make a careful memorandum

responsible—and rightly—for the irritating injustice you have suffered.

I know the president of a central station in a city of 25,000. He is a local business man and gives about half of his time to the utility. He has had five "new-business managers" in the last two years. He hires cheap men. He gives them authority in handling the public and fires them because the company is always getting in bad with some of his friends.

Men come to him and say—"Blake, I

"Young man," said the Boss, "I'm sorry, but you're fired. No man who would think of hanging up the receiver when a dissatisfied customer is talking can work for me."

What's the matter with these central station employees?

Don't they understand the object of this business?

Is this contact with the public just an annoying but purely incidental detail, or does it offer the sole opportunity for prosperity?

One of the big companies was participating in an electric show, that was visited by throngs of interested prospects, afternoon and evening, buying or asking questions, going home and thinking it over. I stood talking to the manager of this company's heating department. She is a clever, attractive and successful woman with years of experience in the work. As we talked, the crowd filed through the Model Home, and asked her—and me—questions. But this girl, with all her experience and reputation—for she is known widely—deliberately talked to me in the presence of these prospects, of the "idiotic" questions that are asked.

A woman came up, looked at an iron and asked—"When you use an electric iron and turn the button off, does it still burn up electricity as long as it stays hot?"

"No, madam," she explained. And as the lady looked at something else—still within earshot—the saleswoman turned to me and said—"Did you hear that? Isn't it enough to drive you crazy? I answer these fool questions day after day till some times I think I'll go wild."

Rattlesnakes and Stingin' Lizards! Why did she risk insulting this woman? If she herself visited a chemical laboratory or went aboard a naval submarine—do you suppose her questions would be any more astute?

One day in the sales room of a combination company, down below Mason & Dixon's Line—it was a big city and a well known company—I saw two ladies step from a limousine and walk to the counter in the rear. A salesman came up with a plenty-of-time air and one of the ladies said—"I want to buy ten feet of hose."

"Hose?" said the man, "Why, we don't sell hose. You want to go to the hardware store."

"Why, are you sure?" she replied, "Mrs. Baxter told me that she had bought some here and I am sure she did. Isn't this the gas company?"

"It's to connect the gas reading lamp, you know" interposed the other lady.

"Oh!" said the clerk, "You mean gas tubing. Sure, we've got that."

Ridiculous!—you say?

He was a mutton-head and shouldn't have been behind the counter?

Granted. But he was there, just the same. And he looked as though he was picked for the job. How is the public to know that they are not all like that? We judge the firm by the men we meet, its representatives. If they bar all confidence—well, it's barred—that's all.

A friend of mine moved from Elm Street to Berkley Place—within the same town. A friend of his was leaving the Berkley Place house as he moved in. So, as telephone, electric light, gas and water were



The phone is your busiest front door. Do your prospects receive the proper greeting and attention when they visit you this way? Or do they wait for this kind of thing and get short answers?

of the matter and bring it to his attention."

"I thought you said you were Mr. K—," he said as calmly as possible.

"I did, but—"

"But you lied!" he thundered.

The voice laughed back and hung up. The caller—well, what could he do but tear his hair? However, there was one course left. He dispatched a messenger with a note to this touch-me-not general manager at his home, giving him the whole disgusting story, and asking for a definite appointment for the morrow. The interview was granted. The G. M. personally was a good fellow. But to gratify his whim for exclusiveness my friend had been forced to sacrifice one whole gone-for-ever day. Six people had needlessly interposed between the Boss and a man with legitimate business. Several had evaded. One had lied outright and been caught at it.

Why?

I can't tell you. But I do know that the experience utterly damned that company in my friend's mind. And I do know that these same barriers were day in and day out breeding anger, suspicion and hatred among the people from whom this central station must win its dividends. Is this G. M. serving his stockholders by stirring up this festering discontent? Is this company earning a reputation as a "gentleman's business"?

I tell you, the company and the business is characterized in the public mind by the little things. No matter if K— is a good fellow, when you reach him; you hold him

like you. You're square. But damn that lighting company of yours. If I had that manager working for me I'd drop him in the sewer. Why—"

And Blake listens to the story, tells the man he's right and it will be fixed. The tale goes around town. What chance has the lighting company, where the public feels that there is no road to justice save a pull with the president?

Is that a "gentleman's business"?

The general sales manager of an eastern holding syndicate told me this story:—

A highly indignant citizen came to see him one day, a consumer from a neighboring city served by one of his companies. There had been injustice. A complaint had been made over the phone. The voice at the company end of the wire had been discourteous. So the Citizen comes and harangues the Big Boss with the Are-we-men-or-are-we-slaves? effect. When he had been thoroughly mollified, and had left, the general sales manager called up this offending office and said—"Who talked to Mr. Consumer the other day?"

"Jackson did."

"Is Jackson in?"

"No."

"Do you know anything about the case? Mr. C. states that he was uncivilly treated."

"Why, I heard the conversation, Mr. S—, and the way this man talked to Jackson was a crime. He was wild and violent. If I'd been Jackson I'd have hung up the receiver."

already connected, my friend, Hall, told his friend, Barnes, that he would take on his unexpired contracts and just continue the service uninterrupted. Hall wrote to the Telephone Company, the Electric Company, the Gas Company, and the Water Company and explained. He offered to sign anything they required; but said, "Leave in your service. It will save you money. It will save me trouble."

Four days before October 1st, a man called at the new house to take the telephone out. Barnes said, "You can't do it. Mr. Hall has arranged to take over my contract and keep the number."

"I have my orders," said the man.

"Damn your orders," said Barnes, "This phone is mine till September 30th and I'll keep it."

Another man called next day.

Another man called next day.

Barnes sent them both away.

The day before he moved, the gas man and the water man tried to cut off and the telephone company called up. Barnes explained it all and refused to give up.

On October 1st, Hall went up with the first van load, left a maid in charge and returned with the van. While he was gone, they took out the telephone, and they cut off the electric light, and when he got back the water man was just arriving. He went next door and called up everybody. Through the best of luck the fuses held.

Later in the day new men came around with cut-in orders and fixed him up. To one of these men Hall said—"Can you tell me why all this has to be?"

The man smiled sadly and said,—"Oh, they got a lot of cheap guys down in the office that don't know they're alive. It's a rule o' the company that when a contract expires the meter comes out. When the new contract is signed another one goes in. There ain't any sense in it, but you can't teach these bonehead clerks anything."

"Rule o' the Company!" Does this friend of mine look upon the central station, the public utility, as a "gentleman's business"? That is—does he think that these organizations are dominated by decent, intelligent, honest, reliable men? Just you ask him.

Rule of the company! The man who springs that should be canned on the spot.

Rule of the company! If the rule is not an honest reason, susceptible to explanation and justification, will we respect it because it is inflexible?

Does "Because!" satisfy the child?

A cousin of mine, moved to a suburb. He had had experience, so he wrote the lighting company asking for a contract and signed up three weeks in advance. But when they moved out, the connection had not been made. His wife went out in the early morning. He followed at night. She visited the office of the central station at once, appealed for light and got an indefinite promise.

That night they used candles. Next morning her husband went with her down to the office, to try and get some satisfaction. As he was talking to a man behind the barred window, another man came out through a door labelled "Superintendent of Construction." Mrs. Maxwell noticed him standing looking out of a window, stepped up to him and asked, "Are you the Superintendent of Construction?"

"Yes."

"I am Mrs. Maxwell, 27 Locust Street. Can't you connect us to-day. We signed our contract three weeks ago. There are young children in the family and it is a great hardship to be without light."

"Madam," said the Superintendent of Construction, "You'll have to wait your turn, like anybody else," and he walked out.

My husky cousin heard the last of it, pursued, stopped the Superintendent by a heavy hand on the shoulder, told him about four things and got his service.

Now, he told me.

He has probably told forty other people.

Whenever the subject of "Public be Damned" has come up, they in turn have repeated it and so it goes—an endless chain.

Pleasant reputation, isn't it, for our "Gentleman's Business"?

Here's another one. A central station man told me this himself as an example of the exasperations encountered in dealing with the public—

In this case the man's name was Baltusrol. It has an odd sound but it's not his fault. It is quite pronounceable; in fact, there's a Golf Club in New Jersey, by that name. Well, Mr. Baltusrol was a manufacturer, and about to move his silk mill, on account of bad labor conditions. He was negotiat-

who again tripped up on the name—more spelling—Break No. 2.

When this youth finally got a stranglehold on the name he insisted on full details of the stranger's mission—Break No. 3.

Baltusrol stated a bit tartly that his business was with the sales manager or the general manager or someone in authority. After waiting five minutes, he was told that Mr. Green was "in conference" and could not talk with him—and didn't know how soon he would be at liberty. Couldn't he call again?

Well, he did call again, told the operator his name was Smith, spelled out B-a-l-t-u-s-r-o-l to the youth in the sales department, was recognized, waited five minutes and was then informed that Mr. Green had apparently gone for the day. They didn't know when he would be back.

Baltusrol didn't try any more. He closed with another company in another town and took with him a power load of 500 hp. which at \$40.00 per hp. year means a \$20,000 account. Green's boss heard of it and told me. He thought it was "rotten hard luck" that this "fool" manufacturer didn't write a letter—and more of the same.



We have all stood before barred windows while the clerk ate an apple or cleaned his nails. Did we like it? This kind of bad manners doesn't make character for the Company that permits it.

ing with several towns. He called up the Electric Power Company—long distance, though not far—to ask a power rate.

He called up and got a grating voice that said "Hel-lo!" This chap was a stickler on form. He believes the operator should respond with—"Electric Company." He's right. Well—this was a small matter but nevertheless Break No. 1.

On asking for the Sales Manager, he had to give his name and spell it, and then spell it again. He then was turned over to a youth in the commercial manager's office,

Perhaps so. It was a little thing—yet it cost a \$20,000 account.

It was a little thing, to be sure; they are all little things. They sound so trivial and inconsequential that it seems foolish to pay any attention to them. But if they make trouble—what's the use? Let the public have its whims. If the people who buy your current and bring your prosperity don't like the looks of red hair, fire every brick-top on the force. If your own skull is ruddy—dye it or buy a wig. Why not?

What's the use of letting a little thing like that make trouble? Chop it out.

They're all little things. I know of one company operating in two adjacent but hotly rival cities. The headquarters had to be in one town or the other. It was located in Boomtown. Things were sent from Bigtown to Boomtown for executive approval. Well now, the Bigtown people didn't like to be told that matters had to go to the rival city for approval. It was an irritant. It was discovered. Today no employee is permitted to allude to the fact that there is any connection with the other town.

It gets right down to a matter of tact; but, after all, it's tact, or manners,—call it what you will—that makes us or breaks us or

traces of red tape, put the extra-soft pedal on this "rule o' the company" business.

Of course, it is easy enough to put your finger on the cause of this general don't-give-a-damn attitude that is so lamentably prevalent in the central station industry and among all other public utilities. We all know what it is. When the New York Subway guard goes home at night—or whenever he does go home—he has a wife and family like any other man. If he has a little daughter he loves her like any other father. He trots her on his knee. But when he gets on the Subway platform, he hasn't one spark of human kindness or human interest that is ever discernable with the naked eye.

Why?



The trouble man is often that in more ways than one. With "Public-be-damned" manners and muddy feet he can cause more discontent than a dozen service interruptions. When your man goes to the consumer's home, he's visiting. Let him act like it.

keeps us common. It's just the gift of avoiding the bad impression, the charge of ungentlemanliness, apparent thoughtlessness, or lack of courteous attention. It may be any one of these.

Some meter readers, for instance, bright young chaps, get so expert that they can read a meter dial at a glance ten feet away. But when the consumer sees this youngster just poke his head round the door and jot down some figures, he's suspicious. "He never read it!" he says, "Ha! Ha!—They're sticking me. What does he care?"

It would be better for the company if this meter reader took a minute longer for each call and looked and acted like a careful, accurate man.

What we want most of all in this business is the approving confidence of the public. We want everybody to believe that we are giving each consumer a service that is personal and open-minded. We want to cover up the marks of the machine, hide away all

These men who spend their days handling crowds, lose all sight of the human element. The public are just one mass. Every next one is just another one, just an insignificant unit in the long day's work. And their boss—and his boss—and his boss—right up to the executives, are doing the same. They are wrestling with the traffic problem. The individual doesn't count.

But it can count. It isn't inevitable that the platform guards should look upon the passengers as cattle, to be chased into the pen. Compare the attendants on the McAdoo Hudson Tunnel line and see the difference. At the head of this organization there is a man who has but lately come into the game. He recognizes that hundreds of these people who buy his little tickets and ride on his ground-mole trains are personal friends of his—and friends of his friends—members of his clubs—regular white people. So he laid down the law that there should be no "rough-stuff" in the

Hudson Tunnel; and there isn't. The guards are clean and they're courteous.

Incidentally it is interesting to note that when it became apparent soon after the road began to operate its up-town line, that a five cent fare was not enough to cover the costs, the fare was raised to seven cents and none of my friends ever expressed any complaint, that I remember. We are getting the service and we want the road to prosper.

It's the same way with the central station. There is ever the tendency to forget the individual and look only at the traffic. It's a most insidious habit. If the manager gets the "too busy" bug and answers his 'phone with a growl like a sick grizzly, it goes right down the line. The switchboard girl will be curt with the man who phones. The office boy will be fresh to the caller. The man behind the cashier's window will clean his nails while you stand and wait.

Understand, I don't say for a minute that don't-care-a-damn underlings are a sure and inevitable sign of a don't-care-a-damn manager. He may be a most courteous gentleman, a good fellow, as square and honest as a man's made. If you can reach him, he'll make you love the company to death. But if the underlings are the grouchy-kind, then he isn't as good a manager as he is a man.

I know you can't get a breeding pedigree with every work-by-the-day man and boy you hire. But any president, any general manager, any salesmanager, can look this thing square in the face and establish the right policy and maintain it.

Remember this—

Who is the central station, who is the company in the mind and the eye of the public? Who does the average citizen know?

He meets the salesman in his district.

He sees the meter reader.

He sees the man who delivers the bills.

He may have calls from the "trouble man."

He meets the collector—perhaps.

He sees the office boy—when he goes to the office.

He waits for the man at the cashier's window.

He hears the telephone girl—when he calls up.

He talks to the lamp renewal boy.

He may meet a clerk or two.

These minor employees have the good name of the company in their keeping as far as that man is concerned. He gets his impression there. He looks no further. What he hears confirms his opinion or makes him skeptical. Unless—

Unless—the officials of that company participate in the active life of the community, know the people and establish with their own personalities the true character of their enterprise and the men behind it. And then—if they keep these men-in-front in line to pattern the men-behind—then it's a "gentleman's business" and all the city knows it.

Mr. Herbert Markle.

Mr. Herbert Markle has been transferred from his position as manager of the Consumers' Power Company, of Stillwater, Minn., to general manager of the Appalachian Power Company, which is owned by the same interests.

Mr. Charles Munson.

After eight years' service as superintendent of the Cedar Rapids & Iowa City Interurban Railway, Mr. Charles Munson has been appointed manager of the properties of the Iowa Railway and Light Company at Marshalltown, Ia.

Roanoke Holds an Electric Show

A Little Sketch of How They Did It—What It Accomplished for the Roanoke Railway and Electric Company



HERE'S only one New York, there's only one Boston, and there's only one Chicago where they can stage the monster electrical expositions that take a year to get ready. There are not many cities that boast of the population of Philadelphia, St. Louis and San Francisco, but because the attendance at the smaller electric

ture shows were in operation afternoon and evening on the floor above the exhibits. The first week it was, "The Electrical Education of Mr. & Mrs. Thrifty," contributed by the Westinghouse Company; the second week a new film entitled "Every Husband's Opportunity" was presented. This film was a General Electric Company production.

The Show was heralded in the Roanoke press as the "Greatest Electrical Exposition ever held in the South." A general invi-

the educational value of the many demonstrations that were in constant operation would far outweigh in value to the company, any benefits of a restricted audience and a considerable revenue from gate receipts.

One of the features of the show was a complete electric kitchen in which every electric cooking process was exhibited and demonstrated and proved by the quality of its output. There was a complete kitchen power equipment, mixing, chopping, polishing and grinding. The model cottage was a thorough presentation of the modern applications of electric service in the home. Every electric home comfort was in evidence, explained and demonstrated. Equal prominence was given to the uses of electricity in the office and factory. The lighting effects were impressive and a revelation to the people of this southern city.

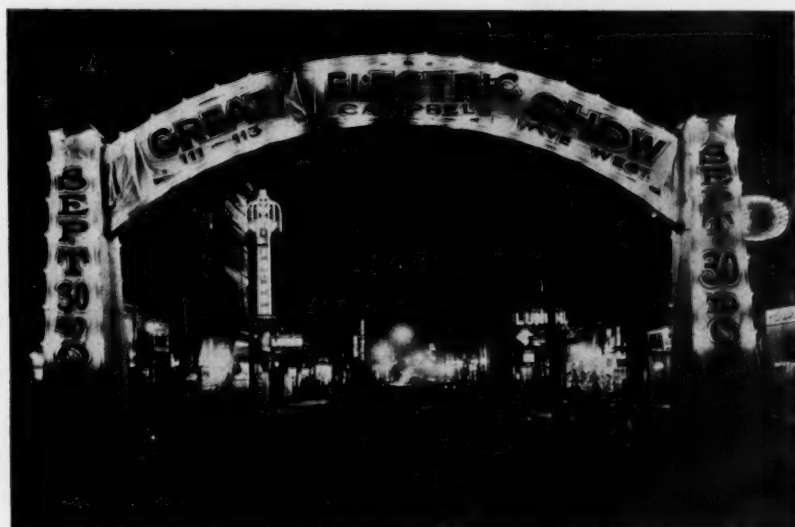
When the doors were opened on the first night an immense crowd was waiting outside. Everything was ready and at work, the music was playing and so it was until the end. The largest single day's attendance was 6805, which means a steady procession of visitors, afternoon and evening.

The Roanoke Times stated a day or so after the Show opened—

"The big Electric Show of the Roanoke Railway and Electric Company is creating so much interest that people are coming from Lynchburg, Petersburg, Richmond, Norfolk, Johnson City, Tenn., Bluefield and other cities, and it is probably one of the best advertisements that the City of Roanoke ever had."

A model of the Roanoke Company's power house was on exhibition and was explained and aroused much interest.

The electric motor-driven sewing machine was demonstrated by a woman who busied



One of the big signs that advertised the Roanoke Electric Show.

shows is less, does not mean that the smaller city can not compete in the production of electrical expositions that are of the utmost value in moulding the public conception of things electrical and in bringing grist to the central station mill. The evidence of the recent Electric Show in Roanoke, Virginia, is that the smaller city far surpasses the metropolis, not in the enormous compass of the exhibit itself but in its direct influence on the popular mind, its effect upon the community.

Roanoke, Va., is a city of 35,000 population. The Roanoke Railway & Electric Company maintained an Electric Show for two weeks in October that entertained over 60,000 people, — they came from every neighboring city—and were impressed more than ever before with the intimate, personal opportunities in modern electric service. Not only did this enormous number of people visit the show, but it became a popular topic that was reported at length in the newspapers, and discussed editorially without reserve. The public took the liveliest interest. Yet every one knew that it was a commercial enterprise and why and how. They enthusiastically endorsed the progressive policy behind it.

The Roanoke Electric Show was staged in a large commercial building, well located for the project and providing a suitable floor space of about 10,000 square feet. It followed the general scheme of all successful shows, in the variety and placing of a large number of manufacturers' exhibits, a "Model Electric College," with a clever reproduction of a lawn in front, in which an electric fountain played. A course of lectures on illumination was provided through the co-operation of the Holophane Works of General Electric Company. Moving pic-

tation was extended to the public, to attend as guests of the Roanoke Railway & Electric Company. There was no charge for admittance, for Mr. J. W. Hancock, the general manager, judged, and rightly, that



Here's where the Roanoke Show was held. The exhibits were on the first and second floors.

herself making shirtwaists and other apparel.

There was an "electric" device in the window that was employed in taking a forecast vote for the three presidential candidates.

The bell ringing transformer was on exhibition with skeleton wiring that made much comment.

The building was kept constantly in process of being cleaned as an effective demonstration of the vacuum cleaner.

show, on which she indicated some one of six devices listed which she did not possess but was interested in. The winners were drawn and the prize awarded. There were eight contests in all. Much publicity was secured.

Orders were taken at the Electric Show for the wiring of occupied houses, by the Roanoke Railway and Electric Company and on one out of every ten houses \$25.00 rebate was allowed, as a feature of the Show.



This was the Model Cottage that was the popular feature of the Roanoke Show. The electric fountain in front was set in an improvised lawn of growing grass.

The Wygall Sign Company kept an exhibit busy building electric signs for the exhibitors and for customers who were interested through this demonstration.

The model cottage was furnished through the co-operation of local merchants whose cards were displayed and whose advertisements in the daily papers were all of the Show.

The many household labor-saving devices shown inspired the editors of the local press to much discussion of the servant problem and the high cost of living. The Show got the benefit of the publicity.

Prize drawing contests were held. Ballots were issued to every woman visiting the

The award was made by chance selection.

These were the prominent features which, with the photographs we show, picture to the central station man the scope and spirit of this enterprise. It was a complete success. Exhibitors were well paid for their efforts. The Railway and Electric Company has spent two whole weeks in the hot glare of the limelight and gained untold benefit. It was a big undertaking. It was a heavy burden of work for Mr. Hancock's staff. It brought a big reward.

The Electric Show opportunity offers as much to every central station with a community the size of Roanoke.



A corner of the Roanoke Show.

That Unused Minimum

A Successful Letter-salesman From Emporia.

From Mr. C. A. Bergen, Manager of the new business department for the Emporia (Kansas) Railway and Light Company, comes a form letter that has certainly won title to the blue ribbon award. It was sent last summer to 56 consumers who were not habitually utilizing sufficient current to cover their minimum. As a direct and immediate result 46 irons were sold, and 46 under-minimum accounts were padded out. The letter is as follows:

"Dear Madam:

"In checking over the monthly accounts for the month of April, we notice that you had not used enough current to equal the minimum charge for service.

"As the summer days are coming when you will use a still less amount of electricity for lighting, we wish to suggest a way whereby you can utilize the current that you are paying for.

"An electric iron will enable you to do your ironing in much less time than you can do it now, and it is cleaner, safer, and more economical than the old method. The cost of operation is low and you will wonder why you have not used one before.

"The irons we sell are made by the largest electrical manufacturers in the world and are the best that money can buy. An absolute guarantee of five years goes with every iron and the price is only \$4 cash, or \$4.50 on distributed payments, ninety cents at each succeeding monthly bill for current.

"We will allow you a 15-day trial on one of these irons, and if for any reason you do not care to keep it you can notify us, and we will call and take it back without charge or question. We want you to try an iron, and hope that we will be favored with your order."

Mr. Bergen says: "The sending out of the enclosed circular letter was followed by the best results that we were ever able to obtain from a letter of this sort. From 56 letters sent out we sold 46 irons, and when it is taken into consideration that 75 per cent of the residence consumers of our company are using electric irons it is easily seen that it was not exactly a virgin field which we were working.

"We make it a rule with every customer who has a minimum bill, that when he comes to the office to pay, we try and interest him in some electrical appliance that will raise the bill above the minimum. We have found that this works out very successfully and it has enabled us to sell irons, grills, and many other devices, where it would have been impossible otherwise. It is brought most forcibly to the customer's attention, that by adopting the use of one of these appliances he can use all the current that he is paying for and he responds promptly."



Co-operation With the Coffee Store

By L. J. WILHOITE

Chattanooga Railway & Light Company,
Chattanooga, Tenn.

People who buy coffee certainly ought to have a percolator.

Most folk in this town who buy coffee buy it from the fellow who runs a tea and coffee store. There are two such stores in town. We talked co-operation and they placed in a conspicuous place on their counters an electric coffee percolator, with the instructions to get one from the Electric Company. We then put a percolator display in our window and backed it up with coffee from these two tea and coffee stores. The thing worked both ways; selling percolators for us and coffee for the other fellows.

Are You "Local Industry No. 1"?

An Interesting Tribute to the Local Central Station, from the Geneva (N. Y.) Chamber of Commerce.



If the merchants, manufacturers and business men of your community should get together to decide on which was the most representative local industry or just which name should be written at the top of the list of "local industries," would your company be chosen? When you come to think of it, that's quite a test of reputation and popularity. It means more than a pat on the back.

Up in Geneva, N. Y. the Geneva Chamber of Commerce has begun the publication of a little "official organ," a little news sheet entitled "What's Doing." It is to be published "now and then" and the first number has just appeared. It is interesting to the central station man for one pertinent and particular thing. There is a title page, two pages of local, newsy notes, and one page



A. V. Wainright, General Manager, Central New York Gas and Electric Co., Geneva, N. Y.

headed "About Local Industries—Talk No. 1." And Local Industry Number One is the Central New York Gas & Electric Company. It is worth the reading as it indicates the spirit of the testimonial and the standing of this public utility in its community.

It reads:—

Central New York Gas & Electric Co.

It is doubtful if more than a very small percentage of our citizens realize or appreciate the extent and importance of the Central New York Gas & Electric Co., which was reorganized in March, 1911 and since which date has increased its business and operations approximately 44% in electric light and power service.

The Company operates electric, gas and steam plants in the following Central New York towns and cities:

Geneva, Electric and Steam.
Newark, Gas, Electric and Steam.
Lyons, Gas and Electric.
Waterloo, Electric.
Seneca Falls, Electric.

All of the above towns have local power plants.

In the following towns the Company furnishes light and power:

Palmyra, Gas and Electric.
Loch Berlin, Electric.
Clyde, Electric.
Phelps, Electric.
Seneca Castle, Electric.

In Seneca Falls it has recently erected concrete street lighting posts which have added materially to the beauty of the streets as well as greatly decreased the cost of street lighting, at the same time furnishing an increased illumination.

Seneca Falls was the first small town in the country to adopt this improved method of street lighting which is identical to systems installed in Lincoln Park, Chicago, New York City and Rochester, N. Y.

Plans for new street lamps for town lighting systems are under way in other of the above mentioned towns.

The Company is a particularly desirable one for Geneva in view of the fact that it has a local annual pay roll of \$20,000, and is the second largest taxpayer in our community.

Extensive plans are under consideration, it is said, for the development of the local plant. It is possible that here in Geneva may be located the central plant of Main Power House from which the entire system comprising ten cities will be supplied thus materially aiding the industrial progress of our thriving City.

The company furnishes power to industrial consumers whose total connected load amounts to 4213 electrical horsepower. It has 3676 customers' meters for electricity alone.

It maintains 217 arc lamps, 1535 incandescent lights, 150 miles of transmission wire, a city distribution of 130 miles of street lighting and 235 miles of light and power wire.

The combined gas plant of the company outside of Geneva in the 3 towns mentioned above has a capacity of 160,000 cubic feet per day. There are 15 miles of high pressure mains, 22 miles of pipe supplying gas to 2234 customers. In Geneva and Newark there are 3 miles of steam heating mains.

The company has power plants, electric and steam, with a total horsepower of 3650 and water power plants of 420 H. P. There are at the present time 104 men employed.

The total population of the towns which are served by the Central New York Gas & Electric Company exceed 52,000, and the aggregate total pay roll is over \$100,000 per year.

The General business offices of the company are located in Geneva and the executive positions are held by progressive, popular and enthusiastic young men whose initiative and business acumen is primarily due to the success and popularity of this public service corporation, which bears the good will of our citizens and deserves our loyal support.

This kind of thing helps. Not only is it personally gratifying to Mr. A. V. Wainright, the general manager and commercial genius of the system, and the men who work with him, but it makes friends for the company itself. And friends make consumers.

How does your Chamber of Commerce feel about you? Do you rate as "Local Industry No. 1?"

Chicago Has 25 Signs Like This

Electrically illuminated signboards claim by no means a small part in the general publicity that is going on in Chicago for the more general use of electric commercial vehicles in all lines of business. These boards are used to supplement other advertising and the part they are playing in the campaign for better transportation has been several times called to the attention of the Electric Vehicle Association of Chicago, the members of which body were asked for suggestions before the signs were designed.

There are in Chicago twenty-five illuminated signboards bearing the design shown in the accompanying illustration. These are painted in black silhouette effect against a very light yellow background. The exceptionally small amount of type matter shown on each board makes them very

easily read, and the passerby, even though he sees the sign from a moving elevated train, readily grasps its full significance. It is estimated that over a million people pass these signs on each working day.

That such publicity is good has been established by the Commonwealth Edison Company, and the effect of these signs, together with the other publicity used has been repeatedly reflected in the increasing number of electric vehicles of all makes purchased and in use in the city of Chicago.

It is believed that the cumulative strength of the many identical signs, coming constantly to the attention of the public is wielding an exceptionally moving influence.

"Smoke-outs" Sell Juice

In a recent copy of the *Detroit News* was this interesting item—a new idea in the science of central station business extension:

OLIVET, Mich., Oct. 24.—The villagers in Olivet who keep student roomers claim that their homes are being ruined by "smokeouts." A "smokeout" is the result of a wick being turned several inches out of the burner of a lamp and allowed to burn. The paper is blackened, the curtains ruined and the room generally damaged. Since a number of Olivet landladies refused to wire their houses for electric lights there have been numerous "smokeouts." The students say that the number is not unusual, but the landladies say that all records have been demolished, and that the students are using this method to force them to discard the lamp and to substitute the electric lights.

It is the claim of the housewives "that electric lights don't give satisfaction." Hence they won't equip their houses. One veteran, who has never seen a switch, says that "he would put in wires, but he don't think he could learn to run the switch." He figures that if he has electricity he will have to hire an electrician.

Is it true? Well, it's hard to say—but it certainly must have been a moving argument to the landladies in that college town.

Mr. H. W. Fuller.

The general supervision of the Louisville, Kentucky, properties of Messrs. H. M. Byllesby & Company has been given Mr. H. W. Fuller, who during the past year was manager of the Appalachian Power company at Bluefield, West Virginia, and previous to that general manager of the Washington Railway & Electric Company, of Washington, D. C. In his new position, Mr. Fuller will relieve General G. H. Harries of much of his work.

Mr. J. I. Mange.

Owing to the resignation of Mr. Thomas W. Summers as general manager of the Ithaca Electric Light & Power Company, of New York, Mr. J. I. Mange, vice-president of the company, will hereafter act as general manager. Mr. Mange will also act as general manager of the Ithaca Gas Light Company.



This sign has become familiar to every man who walks and rides the Chicago streets

News From Birmingham

Successful Schoolboy Salesmen—A New Idea In Signs.

By FRANK HAMMOND, JR.
Contract Agent, Birmingham Railway, Light and Power Company, Birmingham, Alabama.

Everybody from the president to the office boy is optimistic over the present business and future conditions in Birmingham.

During the early part of this past summer, we had with us Mr. Henninger and Mr. Stover, illuminating engineers of the National Electric Lamp Association, who spent about two weeks instructing our sales force along the line of better illumination, and at the same time making many calls upon the customers of this company, as the result of which a continued growth in more and better lighting is being accomplished. We now have on our line several beautiful indirect systems of illumination, which show clearly the great advantage of co-operation and solicitation.

We have been running for the past nineteen weeks a blackboard showing the business secured by the lighting solicitors in 50-watt equivalents, a daily record being posted with a change made weekly showing the percentage of the individual solicitor and arranging same just as we do baseball players.

We find that this is an excellent method to instill ginger into the men and it creates a friendly competition. The business that comes into the office and that handled by the power solicitors is taken care of by curves, when at the end of the month, the total of all business is registered by a clock showing the 50-watt equivalents in January, 1911, January, 1912, the present connected load, and our goal for January, 1913.

With the assistance of several school boys who wished to work during the summer, we were successful in putting out over 1,000 Westinghouse irons in three months this year, together with many other kinds of electrical merchandise. This school boy campaign developed a year ago when a young school boy who wished to work during the summer months, applied to me for a position as iron salesman. He talked in

such a way as to convince me that I should give him a job for I felt that if he could talk me into giving him a position, he could talk prospective customers into purchasing electric irons. He went to work and we found, that through his energy and efforts, we came in contact with a great many people whom he knew and we were able to place a great many additional irons on our lines.

With this in mind and with the summer months approaching, this year, I went out in search of several boys whom I thought could take hold of the work and solicit business from their acquaintances and friends of their acquaintances. We divided the territory among them, paying them a small salary and 50 cents commission on each electric iron sold. This made a pretty nice little commission for the boys, and in this way I believe that almost every house in the city and suburbs was canvassed for the sale of electric irons. Other appliances were sold by these boys, and we allowed them 10 per cent commission on the selling price. They each seemed very enthusiastic over the number of irons sold each month. This canvass paved the way for a gratifying fall business in heating appliances.

Our electric sign business is in better shape this fall than ever before. Through the combined efforts of a local sign builder, out of town representatives of other companies, and our own electric sign force, we are placing some very handsome and attractive signs upon our lines, among them several large southern and a few national advertisers.

One of our latest installations is located on the roof of the twenty-story building of the American Trust & Savings Bank, and can be read for several miles. The sign was built by the Greenwood Advertising Company, Knoxville, Tennessee, and was erected by our construction department, and is estimated to stand a wind pressure of 120 miles per hour.

It reads "Be an American," a slogan adopted by the American Trust and Savings Bank over a year ago. It has been a business-getting slogan, and on account of the fact that the bank owns the 20-story building upon which this sign is erected, they feel that this slogan, with the flag waving continually, will continue to bring

their name out on the lips of each and every citizen in Birmingham. The bank not only expects to increase their number of depositors through this medium, but to reach out after tenants for their building. We have in Birmingham quite a number of foreigners, and frequently they go into the American Trust and Savings Bank to open an account using the expression "I want to become an American."

All new signs are equipped with Mazda lamps, and burn from dusk until midnight.

We are now on the verge of a house wiring campaign, which we believe will bring in quite a few new customers, but as Birmingham is a young city there is only a small per cent of the houses not wired.

An Electrically Purified Water Plant

The Baltimore County Water & Electric Company, in Maryland, has built a plant at their Herring Run Station for electrically sterilizing the water in that locality.

This method requires only about one-tenth the area needed for rapid sand filtration and was adopted after the various methods of filtration and the use of alum and hypochlorite of lime had been tried.

The plant consists of a raw-water chamber, aspirator heads, ozone chambers, ozone generator and a time-contact basin or mixing cell.

The ozone generator consists of a boiler-plate shell and head 30 inches high and 33 inches in diameter. In this shell are a large number of aluminum tubes containing micanite tubes which serve as insulators for metallic tubes connected to one terminal of a transformer. The other terminal of the transformer, which gives from 10,000 to 15,000 volts, is connected to the ozone generator shell.

When the circuit is closed, a continuous violet discharge occurs between the inner and outer tubes, producing ozone in the air passing through. By means of the time-contact basin or mixing cell the water is made to move horizontally as well as vertically in contact with the ozone so as to give it a long time of action.

Current is supplied to the transformer at about 2,000 volts, and there is a separate 5-kilowatt transformer for each mixing cell or basin. The capacity of each basin is 1,000,000 gallons of water in 24 hours.

Mr. James A. Fleet.

Mr. James A. Fleet has announced his resignation as superintendent and manager of the electric light and power division of the Cumberland County Power & Light Company, of Portland, Maine, to take effect Dec. 21st.



Anti-freeze Lamps for the Auto

By C. S. EMMERT
Commercial Dept., Colorado Springs Lt., Ht. & Pr. Co.

Here's a good Dollar Idea for winter time that is slowly turning a good many meters right now in Colorado Springs. We have written all our customers who operate gasoline automobiles, recommending that during cold weather they keep a carbon filament lamp burning inside the engine hood to prevent the radiator from freezing. I have known of many people installing small stoves or steam radiators in their little garage to keep the motor radiators warm. One carbon lamp will do as well. And the engine is warm too when you're ready to crank up.



The sign on the roof of the American Trust and Savings Bank twenty-story building in Birmingham.

The Chinaman as a Prospect

At first glance this ad clipped from a San Francisco newspaper, seems to lack the "sales punch" that we look for in the advertising display of electrical goods. However, Mr. E. J. Duggan of the Levy Electric Company finds that it makes interesting reading for the man with the queue. Mr. Dugan says:

"We are advertising in the 'Young China,' with a circulation of 8,000 and the 'Chung Sai Yat Po,' 12,000 circulation, and from this particular kind of advertising you will admit that it is easy to check up results. They have been fairly good in our case. Both these papers have a large

mixed lighting and motor service; and Class 3, which is the most advanced, discusses the making of rates to large installations of all kinds. In this class there is also taken up the motor requirements of various classes of industrial plants, the operation of internal-combustion engines, steam engines, etc.

This idea for aiding the men in their work is meeting with much enthusiasm among them. When a man has absorbed all the information provided in the class in which he started, he is advanced to another class, and so on, but before the instructor gives him his passport to a higher class he has to demonstrate his proficiency on the blackboard to the entire satisfaction of the teacher, who then acts as the critic.

counts greatly in making a demonstration.

This is one reason why the study of the English language is absolutely necessary to successful salesmanship. A salesman must be able to use the words that mean the most to his customer, when making his explanation and demonstration. He must be so saturated with a knowledge of the article he is selling that he cannot fail to properly describe it and explain its distinctive merits and use.

One of the greatest teachers of salesmanship has divided a sale into four parts: securing attention, creating interest, creating a desire, closing the sale.

There is probably no better division of the actual making of a sale than this, and every salesman should study out for himself just what will bring about these four attitudes of the customer.

Some customers are interested easily through the eye, others not so easily. Some are interested mostly through the mind, some may be persuaded, some have to be coaxed, some actually have to be driven.

But one of the first principles of salesmanship is that the customer must be satisfied. This means more than merely getting him to consent to purchase. He must not only be satisfied when he purchases, but he must always remain satisfied or the salesman has neglected his duty. If he sells a man an article altogether unfit for the purpose it is intended to be used for he is sure of a dissatisfied customer. Such a one is his worst enemy to success. It is only by satisfying every customer that increasing sales may be expected.

Every sale is a lesson to the salesman, showing why he made a sale. Every time he fails to sell, the lesson contains something of far more value—the reason why he did not make the sale. The careless, the thoughtless clerk will not give the time and thought necessary to ferret out this reason, but he who would—who will—succeed, will not only seek out the reason but will profit by the finding.

Dignity of the Electric Sign.

No business has ever felt itself too dignified to use an electric sign. No church has ever hesitated to hang out an electric sign when it wanted a larger congregation. No moralist has ever found in the electric sign any hindering element, but has embraced the opportunity to use the brightly illuminated sign, recognizing the fact that there is a certain subtle influence about it, and that there is a certain dignified connection between light and truth.

The Shop a School of Salesmanship

Extracts from an Article Recently Published in "The Haberdasher"

A merchant was once asked: "Do you think a true salesman is born and not made?" "I think he is both, sir," was the dry reply, "born first and made over afterwards." In the old days when the best man at a sale was the one who could banter and barter the longest, keeping an even temper and finding the weakest part in his opponent's defense, then rushing in and forcing him to capitulate, salesmen were thought to be "born, not made." To-day experience tells us plainly that any man with the least bit of determination can succeed in becoming a fairly good salesman. Any man, or even a boy for that matter, can go behind the counter and sell goods that are called for. It is an easy matter for anyone who can read to tell the price of the article, wrap it up and receive that price. But that could hardly be called salesmanship.

There is no doubt but some men are more fitted for the profession of salesmanship than others. These will find it easier to forge ahead, that is all. Sometimes the determined "plugger" travels faster than the meteoric skyrocket.

A man must have a liking for the work. If he feels that he ought to be doing something else, or that he would rather do some other work, he should make the change at once. No man can succeed as a salesman unless he can take a pleasure in putting his wits against the other fellow's—he must enjoy the fight and the winning of the battle. The harder the conflict the more refreshing the victory should be.

No two men selling an article would explain its workings, its value, its desirability in the same language. The choice of words

LEVY ELECTRIC CO.
539 Market St. Opp. Sansome St.
Tel. Douglas 1185 S. F. Calif.

本公司創在大埠存街門牌五百三十九號即山峯街對面專賣電火製斗氣射燈電燈各款電料並接裝電鈴價銀相宜本公司印有目錄書內載有用電物品圖畫及價銀開列如有欲購者請照上寫英文門牌寄函通知本公司定將此書付上不取分文 詳見丁丑 李為電機器具公司啟

久遠交易仰祈留心開照是所
皇家信箱一千八百二十二號
差拿話筒七百六十三號

正隆昌生
SANG CHONG LUNG CO.
616 Dupont St.
San Francisco, Cal.

代理香港
均棧銀信



購自 請計速顧人 禮枝總十啟

Clipped from a San Francisco Chinese newspaper

country circulation and we have received a great number of inquiries from Mexico, Panama, Cuba, Utah, New York, Ottawa, Manitoba, Honolulu, etc.

"Just last Saturday we sold one Chinese merchant from Sacramento, Cal., flash lights and batteries to the amount of \$28, and he showed us a copy of the paper in which he saw our ad."

All of which goes to prove that "you never can tell."

Training School for Central Station Employees in Rate Making

With the idea of fixing in the minds of its salesmen the practical features of making rates for electrical energy, the Union Electric Light & Power Company, of St. Louis, has established a training school for the purpose. The school is divided into three classes which meet every alternate Saturday afternoon.

Class 1 is for those who require instruction in the matter of rates, motor applications, etc. Class 2 receives instructions in the application of rates to large installations of

Another Central Station Window



This was the Thanksgiving window in Middletown, Ohio. There were two pens, with a large turkey in one and a small hen in the other. Above the turkey was a card reading, "The man who uses Electricity affords this kind of a bird." Over the hen it said: "The other fellow has one like this." Another card presented various good arguments for Electric Service.

"Fashion Week" Window Contest

The Merchants of Oklahoma City Enter into Competition for the Best Illuminated Window

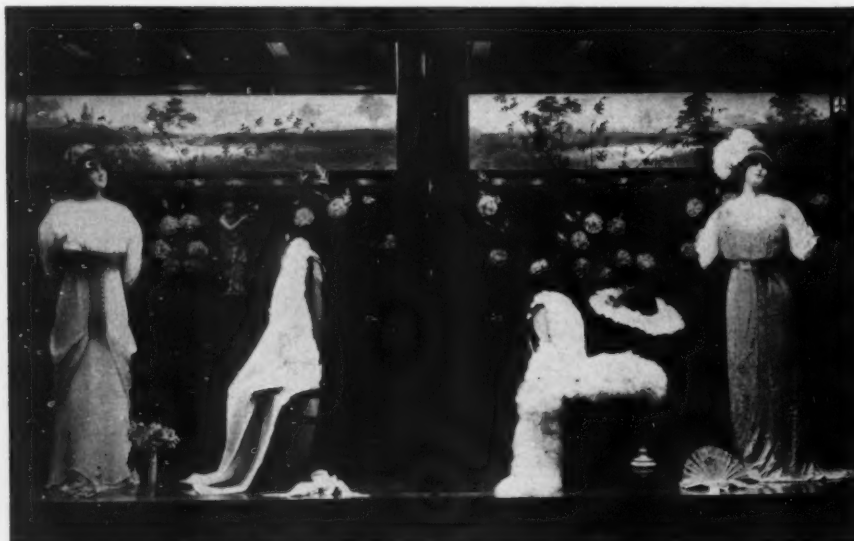
By ROBERT C. LEONARD,
New-Business Manager, Oklahoma Gas and Electric Co., Oklahoma City, Okla.



"FASHION WEEK" was instituted by the Retailers' Association as a feature of the State Fair, recently held in Oklahoma City. "Fashion Week" prizes were offered for the best decorated windows in the various classes, and in judging, illumination counted for a large number of score points. About 150 merchants took part in the contest and

most artistic and thoroughly charming display, and the illumination was excellent.

In addition to the association prizes, the Oklahoma Gas & Electric Company offered a cash prize of \$50 to the exhibitor of the best illuminated windows. This prize was won by the Kerr Dry Goods Company, assisted by John Stiff, decorator, and Lindsay Nabb, electrician. The exhibit consisted of three richly clad figures standing on a carpet of light satin, before a white and



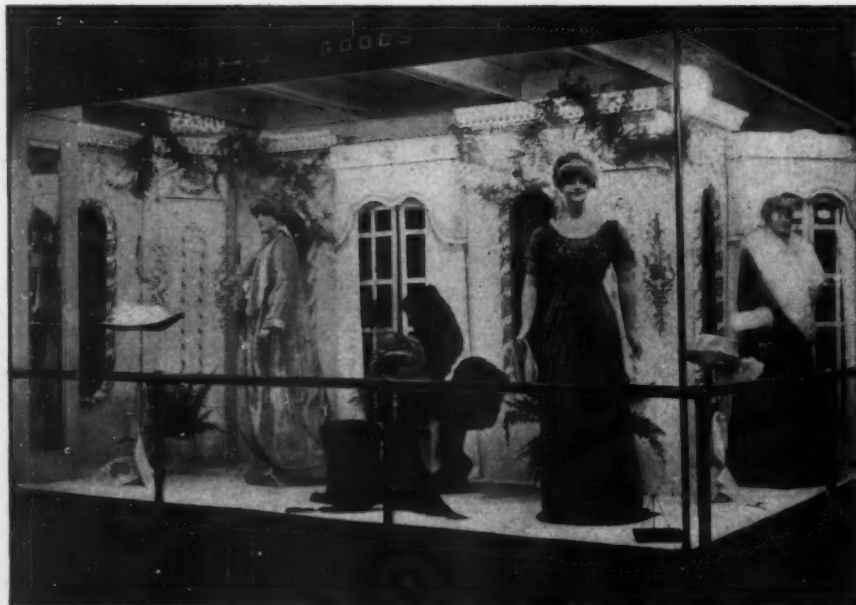
A particularly artistic and beautiful window display shown in the Oklahoma City contest. Winner of the prize offered by the central station.

it was declared such a success by all concerned that "Fashion Week" will be made an annual event.

Many classes of windows were entered and every effort was made by contestants to produce the very highest degree of artistic merit, as well as the most effective display from the standpoint of sales power. The people of the city were greatly interested in the competition and the newspapers gave it a good deal of publicity. The Brock Dry Goods Company won the sweepstake prize for the window containing the two figures, a photograph of which is reproduced above. This, as is apparent in the picture, was a

gold background. It occupied a window space of 13 feet by 6 feet and was illuminated by 16 40-watt lamps placed in pairs in poke-bonnet reflectors, located near the front edge of the window so as to be entirely concealed from the spectators. Every detail of the window was as plain as in daylight, and there was a noticeable absence of glare. The halftone gives a good idea of the effect.

It goes without saying that the Oklahoma Gas & Electric Company was well pleased with the results for anything that will turn the attention of 150 merchants to the illumination of their windows and stores is well



This is the window that won the sweepstake prize given for the most thoroughly appealing display.

worth while, and this it certainly did. It became apparent from the start, even to the public that the effect produced by the window depended largely on the character of the window lighting, on the absence of glare, and the absence of shadows. The contest served well to bring the value and importance of proper window illumination before the merchants of the city and, of course, we took full advantage of our opportunity.

We recommend to other central stations that this idea of a window competition is worth working for. We believe also that it is one which should appeal to any live board of trade or chamber of commerce.

A Woman Meter Reader

From Cruise Carriel, Mgr. Retail Sales Dept., Public Service Co. of No. Ill., Chicago, Ill.

The Public Service Company of Northern Illinois has what we believe to be the unique distinction of a woman meter-reader.

Miss Edna Bell, nineteen years old, is employed as bookkeeper and storekeeper by this Company in the town of Henery. Henery is perhaps, one of the smallest towns on the lines of the Public Service Company, having about 315 meter connections.

Once a month, rain or shine, snow or blow, Miss Bell reads 150 of these meters. Ninety-five of the meters are scattered, so the young lady "hikes" to the corporate limits in three directions in making her rounds. She takes two days of the month for "Reading."

Miss Bell expects to qualify for the operating department in the near future as she made a "Cutout" the other day, bringing in her meter in good shape.



Landing the Church Contract

By FRANK H. CLARK, Philadelphia Electric Co.

Here is a sales system that I have used most successfully in landing contracts for church lighting. It will help other central station salesmen, who have not been able to sign up their church prospects.

I call on one of the trustees of the church and ask if I would be permitted to meet the rest of the trustees at their stated meeting. Invariably I am told that it would be a good idea, and am invited to attend the meeting but with the remark that "it is not much use of you wasting your time, as the church has no money."

Before the meeting I look up all records on the nearest church of the same denomination, find out what the installation is, and what their bills are averaging each month. I also have our Illuminating Engineer call and lay out an up-to-date lighting system. Then I get estimates from several contractors on the work, and on the night of the meeting am prepared to give a layout of how the church should be lighted, what it will cost to wire, and the amount of current used at the nearest church, also what the bills will average. After I explain the cost, I ask them to ask me questions.

At the meeting I make it a point to ask each individual member of the Board of Trustees to give his opinion as to what he thinks of changing from gas to electric lighting. The reason for this is to place each individual member on the Board upon record as being for or against electric lighting. After securing this information it places the salesman in a position to know just what opposition he has to overcome and how many trustees he must win over to his side. It also places him in a position of knowing where to direct his energy.

Other Facts About Display Windows

Extracts from Several Letters on Central Station Experience



As a sequel to the two articles which appeared in the October and November issues of *Electrical Merchandise*, under the title "Your Display Windows—Are They Dead or Alive?" the following extracts from letters received from interested central station men will be opportune.

"Window No. 1," reproduced in October, and criticised as an unquestionably clever and ingenious window, but an example of the irrelevant and non-selling display, is explained and rightly defended in a communication from Mr. J. W. Gillette, General Manager of the Fort Smith Light & Traction Company of Fort Smith, Arkansas, as follows:

"I have read with a great deal of interest Mr. Whitehorne's article, severely criticising the window display of the Fort Smith Light & Traction Company, and appreciate of course the fact that no names were mentioned. Under the circumstances, however, I think it might not be amiss for me to call attention to the fact that the advertising display in window No. 1, shown with his article, accomplished exactly what we intended it to do, namely evoked a great deal of interest and started considerable enthusiasm in the local baseball league, which this company was largely instrumental in organizing.

"During the past eight years efforts have been made to have organized baseball in Fort Smith, but without success, though we have one of the finest baseball parks in this section of the country, with splendid street car service. I saw this baseball window display in a drug store window in St. Louis and the thought immediately occurred to me that it could be used to good advantage in one of our large windows at the opening of the baseball season, so I purchased it and arranged for the display. The local newspapers gave us considerable space, and there was a crowd in front of the window for several days after the display was exhibited and much favorable comment and considerable fun was indulged in by the spectators.

"The Fort Smith Light & Traction Company had their team entered in the City League, composed of five clubs, and it is the first year that baseball has paid in Fort Smith since the park was built some eight years ago. The Light & Traction Company's team defeated all other clubs, both the local clubs and clubs from surrounding towns, and finally issued a challenge for the state championship held by the Little Rock Hub team. Three games were scheduled; only two, however, were played, the Fort Smith team winning one and the Little Rock team winning the other. On account of rain the third game was not played and the Little Rock team, being unable to remain, forfeited the game. Newspaper reports and the results of the tie games gave the Traction team an overwhelming verdict of state champions.

"The Fort Smith Light & Traction Company was anxious to receive the nickels on the street cars as well as sell electric toasters and flatirons. The baseball window certainly accomplished the results for which it was intended."

The peculiar local conditions described

by Mr. Gillette put an entirely different complexion on the use of this particular window. In the October article this window was cited, and properly, to illustrate the case in principle. It was a display designed not to sell goods but to promote baseball and because it was cleverly chosen and ingeniously reproduced, it was a most successful advertising display. Mr. Gillette was confronted by a unique opportunity and took advantage of it most profitably.

Mr. Arthur C. Martin, New Business Manager for the Rockford Electric Company, Rockford, Illinois, writes of that company's experience. It corroborates the evidence of the Dayton, Ohio, window displayed, pictured, and endorsed in the November article. Mr. Martin says:

"We have made good use of our window by loaning it to our power users to display 'Made in Rockford' goods. In every instance the users have reported direct returns from the displays. In one instance a piano manufacturer displayed two pianos and both pianos were sold.

"We have very good results when we use the window for our own goods—we handle only heating devices. On one occasion we filled the window with toasters and announced that we would sell these toasters at cost on the 10th day of the month. We placed 50 toasters on this day. Another time we used the same method to sell coffee percolators and placed twenty-five of these appliances.

"We have found that the loaning of the windows to our power users brings large returns to us and our customers."

Mr. J. F. Roche, Manager of the Billings and Eastern Montana Power Company of Billings, Montana, describes several interesting displays which have proved profitable in that city. One of them is particularly pertinent at this near-Christmas time:

"We make a special feature of our show windows," he says, "changing our displays from time to time, according to the attraction that occupies the window. I presume we change our windows on an average of once every two weeks.

"We work up our own displays. For instance, we started out about two years ago with what we called a 'Prize Christmas Window.' This window was made up of a miniature high tension transmission line, an electric railway, with depots, station agents, etc. In fact, we had a miniature city, resembling the City of Billings, as near as possible, and showing trees and shrubbery in the yards, lighted birds in the trees, lighted bull dogs sitting on the porches, miniature electric automobiles, with electric head lights, and in the background we had electric cook stoves and washing machines in operation.

"This window blocked the street and sidewalk for several feet on both sides of our office. We followed this up with a stage scene, showing a well lighted city. This stage scene was so arranged that the beautiful plush curtains were operated with electricity. The curtain would rise and show a city lighted with ornamental cluster lights. In the background all the windows were cut out and pasted over with thin gauze paper, showing well lighted homes, business places, electric signs, etc. This

was done by placing tungsten lamps of different sizes, behind the cardboard, upon which the city was presented. In the lower part of the window were featured all of the different appliances that can be used in the home. This window brought us splendid results, and we followed it up with other attractions, changing about every two weeks.

"Last Christmas we had a window in here that caused all kinds of comment from the Billings people. I do not suppose there was a stranger who, visiting the city while it was on display, did not come to the window several times during his brief stay in town. It was a stage effect with electrically operated curtains, depicting a child's dream. We had a little bed in which two dolls were placed near a miniature fireplace, and we arranged a breathing apparatus that worked in the bed, showing the dolls breathing as naturally as a child would. Stockings were hung around the fireplace and as the curtain arose Santa Claus would appear, first very dim, as though coming from a distance and finally the lights would flash on, showing Santa Claus with a large sack of toys over his shoulder. The curtain was so arranged that this scene would last about one-half minute, and as Santa Claus disappeared the curtain would drop, and so on.

"This window from Monday morning until Saturday evening sold for us over \$600 worth of appliances, such as electric irons, hair curlers, Christmas tree lights, percolators, disc heaters, and toasters; in fact, it was the greatest hit from the standpoint of window advertising that I have ever seen.

"We work out the mechanical features of these windows here in our own office and try them out for several weeks before we consider them sufficiently perfect to put in our windows. When we place them there they operate faultlessly.

"Our people have become so accustomed to looking upon our window as a special feature, that we have no trouble whatever, now, in attracting their attention. This has accomplished more from an advertising standpoint than anything we have ever attempted, so much so that it has aroused a feeling among the merchants that the plate glass that has cost them hundreds of dollars should be utilized to a much greater advantage than has been their custom in the past. Since we started this campaign, the results that have been obtained throughout the city by way of increased lighting, are beyond description. We have placed window displays in this little city that would attract the attention of the inhabitants of any city in the United States."

Particularly interesting, in conclusion, is a general letter recently sent to the managers of 28 western central station properties operated by H. M. Byllesby & Company of Chicago. This letter was written by Mr. William H. Hodge, publicity manager for the Byllesby organization, and is an extremely clear and comprehensive presentation of best present-day experience in the operation of the display window. Since this letter is directed to central stations—large and small—operating under a wide variety of conditions, it may virtually be taken as standard practice. It is interesting to note how closely Mr. Hodge's suggestions bear out the recommendations illustrated in the two articles previously referred to.

Mr. Hodge's letter to Byllesby managers, follows:

"We have replies from practically all the properties to our letter of March 19th on

the subject of window trimming. Managers are unanimous in recognizing the value of effective window displays in the offices of local properties. They request that the Publicity Department take up the subject actively with a view of bringing about the interchange of pertinent suggestions and photographs. Four companies, for various reasons, are unable to make window displays in their offices. The others have available windows, and with one exception, the managers are anxious to make the most of them.

"During the past month I have given considerable study to this question, and have consulted with experts and with other department heads and officers of the company. I find that among advertisers in general there is a feeling that the show window has not been properly utilized in the past to perform its part either in regular merchandising or special campaigns. Not only among central stations and electrical supply houses has the subject been neglected but also by many manufacturers, wholesalers, and retailers in other lines.

"It now seems to be generally understood that any newspaper, billboard, circular letter, or other advertising, and any sales campaign, can be assisted materially by attractive window displays featuring the

to your company's reputation as a live, progressive business house. At the same time there should be a general interchange of photographs and data, and the Publicity Department here should be on the lookout for new suggestions, and should transmit any and all such information to the properties. In other words, we should have individual effort from as many as possible and then pool the results for the benefit of all.

"If photos can be made cheaply, pictures should be taken of your best displays and one print sent direct to each of the other properties. Data should be sent to the Publicity Department, which will edit and compile the material and distribute it in the form of circular letters. A copy of each photograph should be sent to this department with the data. We should be pleased to have this plan placed in effect at once.

"In inaugurating what we hope will be a general improvement in our windows, the following excerpt from the letter of one new-business manager is timely:

"With regard to window displays, I would say that it is a matter of such importance that it cannot be left to the

office boy, or to any one who does not have a knack for doing that sort of work. I have tried letting different ones trim the windows here at our office, but find that they cannot do it to suit me, so I have taken this work on myself."

"A few general suggestions are given below:

"The first essential of an attractive window display is cleanness and neatness. Hundreds of central station windows are dirty and disrespectful.

"In our business it is necessary that one of every appliance exhibited should be accompanied by a placard (plainly lettered) stating what it is, for what used, the advantage of using, and the price of the article. Often it is advisable to indicate the cost of operation. The lack of a price scares away more prospective customers than it causes to enter and inquire.

"Windows should be retrimmed at least every two weeks. Often this can be accomplished by merely shifting appliances and adding one or two new features.

"Only a nominal expenditure for window



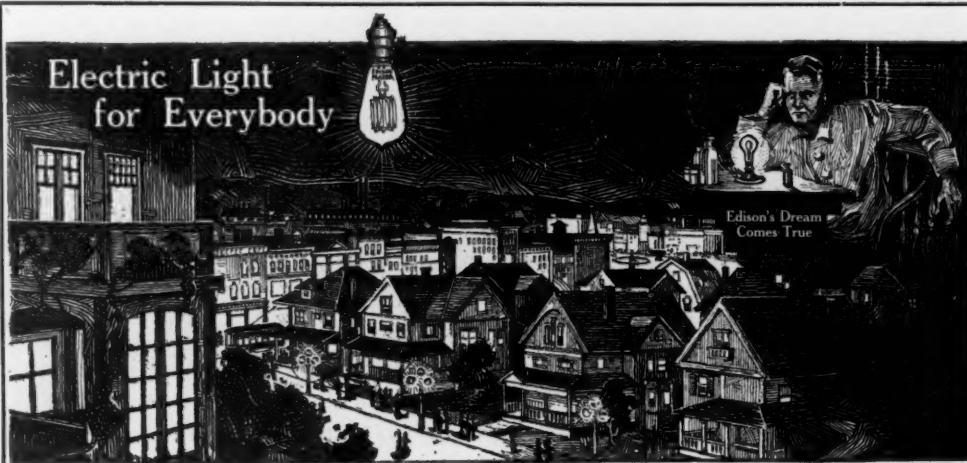
Wm. H. Hodge, Publicity Manager, H. M. Bylesby & Company, Chicago, Ill.

articles directly concerned. Instances have been found where the use of good windows has increased the efficiency of such efforts as much as 100 per cent.

"Standing alone and by themselves show windows are good selling factors, even when indifferently trimmed. Good trimming has tripled the selling power of these same windows, according to positive evidence.

"There are strong reasons why the windows of an electric or gas company should be veritable models for all other business places in the city. Particularly should they be lighted according to the very best practice. We are constantly preaching good window lighting. Good window lighting is useless (or worse) unless it shows off an attractive and salesmaking display. It is hard to convince a merchant that he ought to spend money for window lighting when he has nothing in the window to arouse profitable curiosity or to appeal to the possible purchaser. The window display itself, therefore, is really the basis of window lighting, and the central station is inconsistent if it does not carry out the idea in its own business.

"It appears to be impracticable and undesirable for this department to assume responsibility for window displays at the properties. Each property should address itself individually to this subject, preferably through the local New Business Department, and endeavor to work out ideas which will prove money makers, and add



Popular Magazine Advertising

Popularizing Residence Lighting

With this illustration and forceful arguments in over four million copies of the December magazines, we are driving home the advantages of electric service in the home.

Thus we are doing **NATIONALLY** what central stations are doing locally, namely, popularizing residence lighting by electricity and broadening the whole field of electric service.

The recently reduced price and wide range of sizes of standard Edison Mazda Lamps provide the means for very effective work in this field.

General Electric Company

Largest Electrical Manufacturer in the World

Edison Lamp Department:

Harrison, N. J.



This Symbol on all Edison Mazda Lamps

The Guarantee of Excellence on Goods Electrical



3870

dressing is recommended. You will find that a few necessities such as cloth filler for surfaces and backgrounds, etc., can be used over and over again in different combinations. Many things such as furniture can be borrowed or rented.

"The display of a single kind of appliance focuses attention on that device. On certain occasions, such as the holiday season, a variety is desirable. Ordinarily one particular kind of device is sufficient. Be careful not to overcrowd the window with trimmings or appliances.

"The display should coincide with the season and with whatever article or service you are pushing at the time. This is extremely important.

"Combination properties having two windows should devote one to gas and the other to electricity.

"The value of moving devices in a window is great. They should, however, always direct the attention to the articles for sale—in other words, the sales feature must not be overlooked. The object of a window is to cause people to come in and buy, not merely to amuse them.

"The offers of manufacturers, whose lines you handle, to supply material for displays should be examined, and accepted if thought meritorious. Whenever practicable co-operate with national advertising schemes of the manufacturers. Efforts should be made to induce local electrical supply houses, department stores and others interested to trim their windows effectively along the lines we are discussing. Often much effective co-operation can be obtained in this way, such as in a housewiring campaign, for example. Show the contractors and other merchants, handling appliances, how they can take advantage of our advertising. Let their window cards indicate the connection.

"Lettering on the windows should not obscure the view from the street.

"In the opinion of one of our managers the most interesting display is the realistic application of the appliance we are pushing. In other words, make the display portray, if possible, the application of the appliances in the customer's store or home.

"Another manager writes: 'Today we are placing in the windows as a special attrac-

tion a Reed Electric Incubator which will hold the boards the next two weeks, at which time we will take off a batch of chickens which will be cared for in the window for four or five days.'

"We shall endeavor to give the subject of window trimming active attention and we urge a continuation of the interest already manifested by nearly every property."

A Card-Flag System for Watching Prospects

By THOMAS B. RHODES

Commercial Manager, Consumers' Electric Light and Power Co., New Orleans, Louisiana

In a competitive situation such as we have here in New Orleans, it is essential that a very close watch be kept on commercial conditions, with a lucid and dependable record at all times available. We have instituted a card file of our customers and live prospects that is proving of the utmost value to us, and its simplicity and completeness recommends it highly. On taking over the property we began with an old card system as our basis, using a standard size card for each installation which had at any time been on our lines. These cards we filed geographically, and represented quite thoroughly the extent of our business. We then secured different colored metal tabs or flags, assuming each color to designate some condition. Those cards on which no tabs appeared, were happy and contented customers of our company.

To each salesman was given a tab color; Jones, for instance, would have white, Smith would have red, and so on down the line. If it so happened that one of our customers should discontinue the service we would immediately put a salesman's

Christmas Gifts Electrical

WITH this same illustration and title we will advertise the "Electrical Christmas" in page advertisements to millions of readers of the Saturday Evening Post, Literary Digest, Good Housekeeping and other magazines.

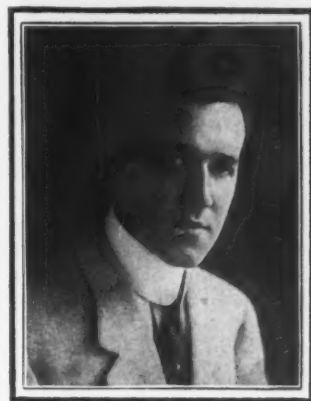
This Electrical Christmas will be an epoch in electrical history if every one interested in the sale of electric service or of lighting circuit devices will back up this idea locally by effective selling campaigns and timely advertising.

General Electric Company
Largest Electrical Manufacturer in the World

Sales Offices in all Large Cities Agencies Everywhere

3863

GE Electric Flatiron
GE Electric Water Heater
GE Radiant Toaster
GE Electric Tea Kettle
GE Electric Coffee Pot
GE Electric Chafing Dish
GE Radiant Grill
GE Electric Hot Plate
GE Luminous Radiator
GE Electric Samovar



Thomas B. Rhodes, Commercial Manager, Consumers' Electric Light and Power Co., New Orleans, La.

"master tab" on the right hand corner of the card. The salesman, seeing his color sticking up on this card, would immediately pick it out and note the conditions, transferring the tab to the left-hand side to show that conditions had been noted. It was then up to him to keep the office posted on the conditions prevailing where once we had supplied current.

If the former customer had moved and the premises were vacant, the salesman would refer the fact to the office, and a yellow tab, denoting "premises vacant" would be put on the card. If our competitor in the electric service should secure the business, a pink tab would be put on. If the prospective customer would not use electricity, a blue tab was installed, whereas, if we secured the business again all tabs were removed, and we started with a clean sheet.

This sounds very simple, but by increasing its scope it has proven its own value by our ability to keep in touch with practically

every prospect without waiting for the salesman to come into the office at night. It also enables us to tell what our two competitors (gas and electric) are doing, and where they are concentrating their forces, and it also shows our own weak points. If a sudden outcropping of pink and blue tabs should appear in any particular section of the file, it gives the warning.

As our new form of contract is the same size as the cards, all new contracts we secure are filed in place of these prospect cards, and consequently this obviates the necessity of writing out the name and address or having duplicate files.

In this single file we get a clear and comprehensive picture of the condition of our territory, geographically. Unflagged cards are connected and active consumers; the flags mark our opportunity. The color and placement of the flags give at a glance both condition and responsibility. By watching these beacons we are able to keep in touch with every indication of loss or gain.

Electricity Cheaper than Gasoline for Sawing Wood.

A little more than a year ago the Red River Power Company, Grand Forks, North Dakota, succeeded in inducing the Fairchild Fuel Company to install an electric motor for the operation of a saw, replacing a gasoline engine.

The following figures were recently given out by the fuel company, showing the relative cost of operation by electricity and by gasoline:

Gasoline power, September 5, 1910 to September 5, '11	
Cost of gasoline.....	\$ 57.48
Repairs and batteries.....	60.65

\$118.13

The average cost of the gasoline was 15 cents per gallon. Nine hundred and six cords of wood were sawed at a cost of 13 cents per cord.

Electric power, September 5, 1911 to September 5, '12	
Cost of current.....	\$88.25
Repairs, fuses and brushes.....	9.46

Total..... \$97.71

1178 cords of wood were sawed at an average cost of 8.4 cents per cord.

In other words, the fuel company was able to saw 30 per cent more wood at a total cost reduction of 21 per cent, and the average cost per cord for sawing was 54 per cent less than by gasoline power.

Co-operation Between Gas and Electric Vehicle Salesmen.

"Let Us All Co-operate to Compete Against the Horse," was the title of Mr. Henry Farrington's paper before the November 19th meeting of the Chicago Section of the Electric Vehicle Association.

Mr. Farrington, who is editor of "The Power Wagon," lamented the lack of co-operation among motor truck salesmen, and branded as absurd the class war between electric vehicle men and gas-machine men because the latter have greater numbers, more money, and larger resources. He suggested co-operation between electric vehicle salesmen and the Chicago Automobile Trades Association, and believed that efforts should be directed against the horse and not against the gas wagon. He also suggested that electric commercial vehicles be sold without batteries, and that large establishments be provided for delivery trucks and wagons where the battery would be placed in the vehicle and maintained on some monthly charge, possibly figured on a mileage basis.

A Competition of Sales Windows

The Story of a Test of Window Displays in Seventeen Offices.

By CRUSE CARRIEL.

Manager Retail Sales Department, Public Service Co. of Northern Illinois, Chicago, Illinois

The Public Service Company of Northern Illinois believes in the value of window advertising. Why? Because, after a carefully arranged test, we are convinced that



One of the contesting windows—a small district office.

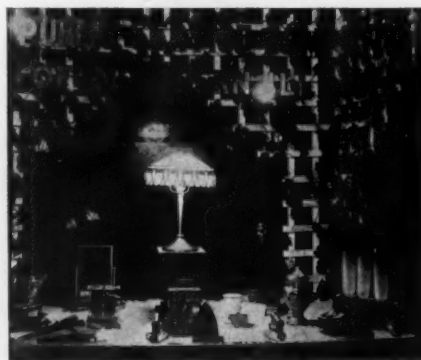
in spite of poor locations, windows ill-adapted to displays and other discouraging factors, the central station window displays can be made to possess a pulling power and a selling force that no business can afford to ignore. The test was as follows:

The Public Service Company of Northern



This window was particularly effective because there was action behind every glass. Motor devices were running and cooking appliances were all steaming.

Illinois maintains seventeen district offices through Northern Illinois. The offices extend from Waukegan to Lacon, Illinois, and take in such towns as Evanston, Oak Park, Kankakee, Joliet, and Streator. In order to stimulate interest in the display windows, the company instigated a prize window



The winner of the prize. This window produced the best comparative results on the smallest expense.

display contest, offering a silver cup to be awarded to the district office exhibiting the best window display in the company's territory during the last two weeks of October, the 15th to the 31st inclusive. The chief

conditions of the contest were that outlays for window trimming should not exceed \$15 and that each window should be dressed solely by the company's employees, no restriction to be put on the articles displayed or the nature of the display, but the windows to be judged by their attractiveness and originality and the value of advertising thought in relation to the company's business.

Now for results.

Practically all of the windows entered in the contest were a revelation of the wonderful attractiveness of a well arranged electrical display. Enthusiastic praise and comment from individuals and the local papers were showered upon the various offices. One of the districts which had a washing and ironing machine demonstration in their window disposed of 7 washing machines, the sale of which may be directly traced to their display.

During the month of October, the kilowatts sold in appliances amounted to nearly three times the kilowatts sold during the same month in 1911 and nearly five times the kilowatts sold in 1910. The profits on "merchandise sales bills" during the month of October, 1912, show an increase of exactly 100 per cent over October of 1911. It is only fair to state that this large increase in profit cannot be traced definitely to the window displays; nevertheless, we believe in window advertising.

A Sign Advertising Electric Signs.

The Denver Gas and Electric Company has found the following plan an effective one to show merchants the advantages of a lighted sign. Their sign reads: "Illuminated Signs Always Attract Attention. It is Hard to See the Sign in the Dark." It is an electric flash sign and when lighted the last word "Dark" remains dark. When a person reads the lighted part, he has to look closely to see the last word completing the sentence, with the result that he is fully impressed with the truth of the statement.

Charles W. Kendall.

After six years of service in the sales department of the Des Moines Electric Company, of Iowa, Mr. Charles W. Kendall has resigned to enter the sales department of the Utah Power Company at Ogden, Utah.

H. T. Keyes.

Mr. H. T. Keyes, formerly superintendent of the Leominster Gas Light Company in Massachusetts, is now manager of the new-business department of the St. Clair County Gas and Electric Company, of Illinois.

Ozone vs. Skunk

Two Remarkable Tests Reported—and a Suggestion.

Many claims have been made for the deodorizing powers of ozone and the many practical applications which can be made of the modern ozone generators. Here is a story, however, which breaks all previous assaults on credulity, but it comes from such unquestionable authority that it can be accepted literally and with all confidence.

Not long ago a large and healthy but misguided skunk found his way into the cellar of a house just outside of Schenectady. He was discovered by a fox terrier without previous experience and the result can be more easily imagined than described with ordinary words. The basement was so saturated with the odor of skunk that it soon became impossible for any one to stay in the house, even in the upper floors. At this point the use of ozone was suggested.

All cellar doors and windows were closed and the rest of the house was opened wide to air. A small General Electric ozonator was installed in the basement and left in continuous operation for several hours, when all traces of the visitation of the skunk were found to be entirely obliterated. For a few cents cost of current the house was freed of the pest.

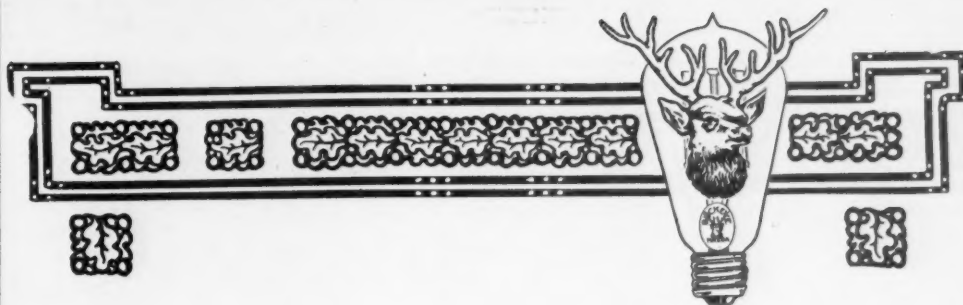
Another testimonial, just as interesting because the condition relieved was one more often encountered, tells of a case where a rat after eating poison, proceeded to die—and worse—under the floor of a bath room in the house of another General Electric man. The presence of the dead rat became apparent in the midst of a period of extremely cold weather, last winter and as there were young children in the house, it was exceedingly undesirable to tear up flooring at that time. Another ozonator was installed and kept in periodic operation for a few days till the trouble could be removed, and during that time all odor of the "gone but not forgotten" was eliminated so that the bath room could be used without discomfort.

Could any stronger eulogy of ozone be desired? Can any one question the power of ozone as a disinfectant to afford temporary relief from the danger from foul sewer excavations or other similar conditions sometimes impossible to avoid?

Ozone offers a means of relieving the unsatisfactory conditions existing in many toilet rooms of railway stations and public buildings, in waiting rooms and schools, and the central station has a public duty to perform in introducing and establishing the value of the modern ozonator for such situations. At the same time it offers a revenue well worth while. For, behind the public building lies the home, and ozone is quite as practical an agent for the suppression of the odors of cooking as in fighting the wood-pussy and the defunct rodent.

A Birthday in New York

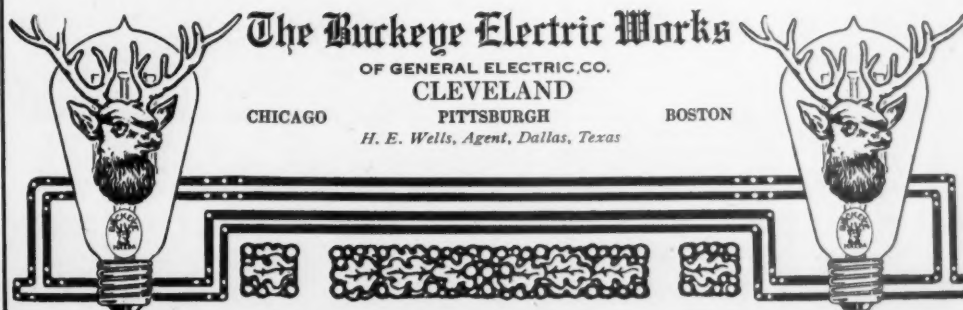
The New York Edison Company recently celebrated the thirtieth anniversary of its birth. Starting in September, 1882, it was practically the first central station plant in the country. Its engine of 125 horse power drove a small dynamo which supplied about 400 lamps. To-day this company is furnishing electric current for over 5,000,000 incandescent lamps, 40,000 arc lamps and 350,000 horse power of motors. Its total station capacity is about 700,000 horse power, and to connect the sub-stations so that the energy may be utilized throughout New York City required 1300 miles of cable, to say nothing of the network of distributing wires which radiate from the sub-stations.



There are 449 different sizes, types and styles of incandescent lamps. There are 97 sizes and shapes of bulb and 22 different types of filament. Which of all these lamps should be used?—Where?—And Why? Now, the one reason why experienced lamp buyers use

BUCKEYE "HEAVY DUTY" LAMPS

is because this organization realizes what the buyer is up against and strives to solve his lamp problems for him. This is pretty hard at first. But when he once comes to know Buckeye service, he develops faith and then dependence. He tosses his data book into a corner and puts his problems up to us. And this is the result:—We lose mighty few Buckeye customers. We gain customers every month. We expect to gain more—you, for example.



We have published *Electrical Progress* for three years. It has been successful far beyond our first expectations.

Of the first few issues, 15,000 or 20,000 or 25,000 copies of this little magazine were bought by central stations. They sent them as advertising to their customers and prospects. Now the editions run into 60,000 and 80,000 and 100,000 and over.

If you have never used *Electrical Progress*, write for a sample. We'll send you a list of regular purchasers if you wish. They will be familiar names. You can ask them why they buy it.

We have on hand, ready for instant shipment, a limited quantity of the Christmas Gift Number. A Store Lighting—In and Out number will be ready very shortly. We have a Residence Lighting Number ready now. We also have a few thousand copies of a Special Double-Number (double priced) on Electric Vehicles.

Where shall we send samples and the future delivery order form?

THE RAE COMPANY

Publishers

17 Madison Avenue

New York City

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

DECEMBER, 1912

LIKE DEATH-BED REPENTANCE.

About every so often, there come into the offices of the electrical press and the central station associations, loud wails from lighting plants which are confronted with competition, private or municipal.

"The council has given a franchise to a pirate," is the general statement, "and he begins operations this week." . . . "What shall we do?" Or in case of municipal ownership, it's "There will be a special election next week to vote on a bond issue for a city plant. How can we beat it?"

If a man staggered into a doctor's office, suffering the final ravages of consumption, and asked, "What shall I do?" the medico would probably tell him to pick out a comfortable plot on the sunny side of the cemetery. Those might not be his exact words, but the idea would be pretty plainly conveyed. The good old adage about locking the empty stable applies to other things besides horse-stealing.

All of which is called to mind by the perusal of some recent competitive-fight advertising issued by a central station west of New York.

In this advertising, the company makes plain the following facts:

1. That the electric meter is as honest a piece of mechanism as human ingenuity can devise for the purpose; that the company will test meters on demand and correct them when 4 per cent slow or fast, and that the customer may watch the test.
2. That the average return upon money invested in the electric light business is a less percentage than the grocer, butcher, coal dealer, builder, clothier, or almost any other active and shrewd business man is willing to accept for money invested with equal risk.
3. That a corporation as such, is not of necessity a criminal body, but is a common and legitimate form of commercial organization in which any central station customer with capital may invest and a type of organization for which most of them work.
4. That electric rates are in principle and practice as nearly equitable as possible, and simple enough when one sits down and studies them (in which connection the rates are then explained lucidly).

5. That the company requires its employees to be courteous, patient, and tireless in serving the public.

6. That complaints will be adjusted.

7. That regulation is better than competition as a means of controlling public utilities which are, economically, natural monopolies.

Now, one cannot quarrel with the straightforward publication of these obvious facts. They are irrefutable. But seeing them offered as arguments for the defence at a time when the company which signs them is on trial at the bar of public opinion, the question naturally comes to mind, "Why is it necessary to print such fundamental facts at such a late date? Why did not the company, by word and deed, make these facts all so evident before any thought of competition arose, that—well, that there would have been no competition?"

It is true that a skillful thief can steal a horse from a locked stable. It is also true that locking the stable after the horse is stolen may deter the thief from returning for the lap-robe, whip, and nose-bag. But, as a general thing, such postic protection is both weak and futile.

It is our belief—a belief based upon considerable observation and experience—that any declaration of principles which will win popular approval and stave off competition will make good, workaday policies to publish and practice regularly. To cherish such ideals in secret and then to offer them in the crisis not only invites distrust but ridicule, and tends to confirm the popular belief in the general depravity of all public servants. Such eleventh-hour professions of faith are too nearly akin to death-bed repentance—inspired not by faith but by fear.

GAS AND ELECTRIC—WHY THUSLY?

The grand, old side-splitter—"I don't care what you call me as long as you call me to dinner"—is well established as a classic in the world of mirth, but in the world of work and action we are particular about names—very. We provide just one for general utility and people who improvise must be identified and back it with a regular smile. The older we get the more particular we are about it.

Of course, the stockholder in the combination company doesn't much care, and the public doesn't much notice,—but did it ever occur to you that the whole world has grown up in the habit of thinking and saying the word GAS before the word ELECTRIC, wherever they are used together? Have you realized that in a great many cities the combination utility is popularly termed "the Gas Company"? So the man who sells all kinds of lighting equipment paints his sign to read—GAS AND ELECTRIC FIXTURES. In one enlightened city south of Philadelphia there is such a store, where on the window you actually read—OIL, GAS AND ELECTRIC FIXTURES. Yet the man who runs this store will tell you that he

sells ten electric fixtures to every gas or combination unit and that the sale of kerosene equipment is comparatively insignificant. Then why the sign?

It's just a habit. But some habits are dangerous and others far from commendable. This one does harm.

It isn't what's in the name; it's what's in the thought that counts. We're working, all of us, in the central station industry, to build up a strong and sustaining public interest in electricity and its ubiquitous manifestations. We know that this impression, this conviction, will assist in the electrical education of the people and towards their greater dependence on electric service. We want to further every little thing that will assist. We want to restrict every little influence that hinders. We want to play the game at every step.

It's a small thing; and yet well worth attention. It is quite as easy—and far more appropriate to make that sign read "Lighting Fixtures for Electricity and Gas." It isn't necessary for the telephone girl at the combination company switchboard to answer calls—"Gas Company." The senior partner's name goes first; we understand its significance. Why let the word continue to be first spoken?

It's a little thing. It's just a habit. Let's turn it upside down.



New Year's Resolutions

Here is the practical formula for New Year's resolutions suggested by a central station manager in California. They surely should insure success:—

To respect my work, my associates, and myself. To be honest and fair with them, as I expect them to be honest and fair with me. To be a man whose word carries weight. To be a booster, not a knocker; a pusher, not a kicker; a motor, not a clog.

To have my expectations of reward on a solid foundation of service rendered; to be willing to pay the price of success in honest effort. To look upon my work as opportunity, which should be made the most of, not as a painful drudgery to be reluctantly endured.

To remember that success lies within myself—in my own brain, my own ambition, my own courage and determination. To expect difficulties, and force my way through them; to turn hard experience into capital for future struggles.

To interest myself heart and soul in my work, and aspire to the highest efficiency in the achievement of results. To be patiently receptive of just criticism and to profit by its teachings. To treat superiors and equals with respect, and subordinates with kindly encouragement.

To make a study of my business duties; to know my work from the ground up. To use system and method in all I undertake. To find time to do everything needful by never letting time find me idle. To value time as a miser does dollars; to make every hour bring me dividends in specific results accomplished. To steer clear of dissipation, and guard my health and body and peace of mind as my most precious stock of trade.

Finally, to take a good grip on the joy of life; to play the game like a gentleman; to fight against my own weakness, and to endeavor daily to develop in manliness and business capacity.

Mr. Edison has prophesied that "in fifteen years more electricity will be sold for electric vehicles than for light." The present output of electric lighting plants in this country per year is estimated at about 12,000,000,000 kilowatt hours; if Edison's prophecy should come true this would mean at a three-cent rate, an additional income of \$360,000,000 for charging storage batteries.

House Wiring in Cedar Rapids

The Story of a Year's Campaign and What it Developed.

By C. J. YOUNG

Manager New-Business Department, Iowa Railway and Light Company, Cedar Rapids, Iowa

In the summer of 1911, we decided to enter into an active campaign in Cedar Rapids for the wiring of old houses and the introduction of electric lighting, where the ordinary methods of advertising and solicitation had been unable to overcome the strength of old habits.

A working contract was made with the Iowa State Electric Company of Cedar Rapids, a contracting concern under the same management as the sales department of our company, and a schedule of fixed charges per outlet were given to the salesmen for their use in securing house wiring contracts. Our proposition was for wiring



C. J. Young.

only, but a simple and inexpensive line of fixtures was put in stock for use when the occasion demanded, these being one light fixtures equipped with Holophane reflectors. Quite a goodly number have been sold.

The following schedule of prices was adopted. It was decided to solicit business from both old and new houses so flat prices were given on both classes of work.

For the installation of wiring complete:

	Old House	New House
Side outlets	\$2.50	\$1.00
Ceiling outlets	2.00	1.00
Switch outlets with snap switch	2.00	1.50
Switch outlets with flush switch	2.50	2.00
Porch outlets with flush switch	6.00	3.50
Porch outlets with snap switch	5.25	3.00
Cellar outlet with snap switch	4.00	3.75
Each additional cellar light on same circuit	1.50	1.50
Three-way flush switches per set of two	7.50	4.75
Three-way snap switches per set of two	6.00	4.00
Pendant switches each75	.75
Flush wall receptacles	3.00	2.00
For barn connections, 3 cents per foot.		

For the installation of fixtures, complete:

Ceiling fixtures with E-25 shade	\$1.25
Ceiling fixture with E-40 shade	1.50
Pendant fixture with E-25 shade	1.75
Pendant fixture with E-40 shade	2.00
Drop lights with no shades or lamps ..	1.00 each
Porch fixture with 6-inch ball	1.25
Porch fixture with 8-inch ball	1.50
Sign receptacle for basement light ..	.50
Two-light fixture complete with lamps ..	2.50

For fixtures where no wiring is done:

Drop lights	\$1.00
Ceiling fixtures with E-25 shades	2.50
Ceiling fixtures with E-40 shades	2.75
Pendant fixtures with E-25 shades	3.00
Pendant fixtures with E-40 shades	3.25
Pendant switches75 each

At these prices, the following results had been secured at the end of a year:

Old houses, wired and connected, number 219. Total contract price, \$5,997.56.	
New houses, wired and connected, number 128. Total contract price, \$3,767.50.	

To advertise this campaign we started out with extensive newspaper publicity and

followed it up with active work by salesmen in the field. The town of 33,000 was divided into three sections, one man handling one-third of the territory. Various forms of bulletin advertising were used, and with these return cards were requested, but no very encouraging results were obtained from these return cards. The work was accomplished more by personal solicitation.

On January 1, another special effort was made to create interest during the winter months and a scheme was worked out for giving what we call "additional discounts." It provided for a very material discount on our regular prices, provided that all of the houses in any one block were wired up. This plan did not work out as successfully as we had anticipated although we advertised it with full explanations and distributed the information by bill poster and generous space in the papers. But very few people took advantage and assisted us in securing business by canvassing their neighbors in order to get the solid block connected and benefit by this additional discount. Our offer was based on a return of \$4.20 if all the houses in the block were wired previous to June 1; \$2.10 if half were wired, and \$1.05 if 25 per cent were wired. During the period in which we were working on this offer, however, we secured a goodly number of houses, probably one-third of those we wired up, showing that it created interest. Later the proposition was withdrawn. We still feel the effects of the advertising.

As to the prices we made, we have found that there is no profit whatever in wiring old and new houses at these low figures. The central station in this case provided all the expense of salesmen for securing business and paid the Iowa State Electrical Company cash upon completion of the work, charging them, however, for the interest on deferred payments. Even under these conditions, there is a bare 20 per cent margin on cost of material and labor at the prices quoted above. This 20 per cent is hardly ample to carry the overhead costs of operating the business, and we feel we have practically given the people of Cedar Rapids an opportunity to have their houses wired at actual cost. Of course, in all this work full payments were accepted where tendered; nothing, however, was contracted for that entailed more than twelve payments to pay-in full.

Further benefits were secured through this campaign, actual data on which it is impossible to secure. The advertising done by the Light Company has created interest and drawn business to the local contractors, and I would venture to say that during the campaign the contractors in this town have wired up as many houses as we have with our own contracting department. We feel that the proposition will pay any central station; but the managers of new business departments must not expect any glowing prizes. They must realize that they will give hard work to get results; yet the revenues gained from the added consumers will always more than compensate for the labor entailed in a campaign of this kind.

A. H. Sikes

Mr. A. H. Sikes, who was formerly associated with The Milwaukee Railway and Light Company and later commercial manager of the Central Hudson Gas & Electric Company, Poughkeepsie and Newburgh, has resigned this latter position to become commercial manager of the Athens Railway and Electric Company, Athens, Ga., now controlled by the Doherty interests.

A Gold Mine Awaiting Central Stations

By J. A. VESSEY

It is beyond the conception of the illuminating engineer as to why the average central station man will jump at the opportunity afforded for lighting a few feet of show windows when the show cases in most stores, presenting an area about ten times greater, are allowed to go unlighted and neglected.

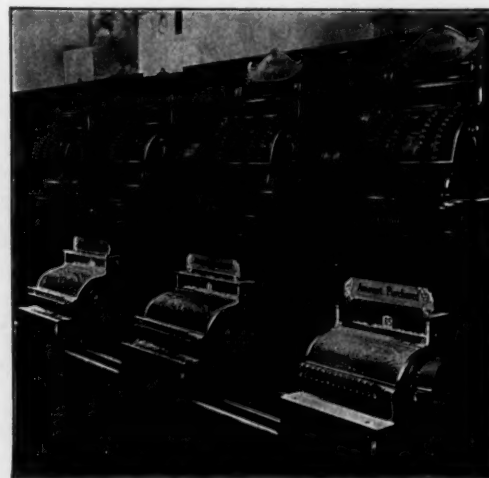
Just consider this isolated instance and the golden opportunity which might have gone to waste. In a recently completed



The well-lighted show case of any store creates interest. Compare this one with the average case in the stores you know.

modern department store of the east there were only 250 feet of show windows to light; while the interior of the store contained an aggregate of nearly 4,000 lineal feet of cases—an opportunity for the sale of almost 16 times as much current. While the average store does not have 4,000 feet of show cases, it does have a sufficiently large number to make a very inviting proposition.

Take the ordinary city store possessing a possible fifteen to thirty feet of show window space. Isn't the average 150 to



This illustrates the advantage of proper illumination of interior-of-store display. Upper row shows ordinary interior lighting. Lower row, Linolite illumination.

300 feet of interior cases sufficiently interesting to induce solicitation on the part of the central station man?

Probably the current man would hesitate to believe at first reading that only from 25 to 40 per cent of the stores of his country use any show case lighting at all. And more, a large proportion of the stores in this percentage is most inadequately lighted, so that additional current could be judiciously used in connection with a properly designed reflector system with a noteworthy increase in display efficiency.

Ordinarily, four 25-watt lamps will suffice to satisfactorily light each eight lineal feet of case. But a very good rule to follow for the proper show case standard of illumination is approximately double the exterior

general illumination. Experience has shown that an intelligent consideration of these two figures will enable any central station solicitor to make recommendations that can be safely relied upon to secure desired results, and assure in many instances much new business in a field which has as yet been only "scratched" on the surface.

For the sake of argument let us consider an average show case installation of 100 feet. As four 25-watt lamps are recommended for each eight-foot case, 100 feet of casing would require fifty lamps of a total wattage of 1250. Multiplying this by ten, as the minimum number of hours that the store is likely to be open for business—and consequently should have the show cases illuminated—and you have a total of 12 1-2 kw. hours daily.

Could a \$7.50 per week clerk show up all the goods in a hundred feet of cases quick enough, and as well, considering the attractive values which have been made prominent by proper arrangement, draping, etc., and proper illumination. It is safe to say that every city where lighting contracts are solicited, has a number of just such possibilities as that mentioned above.

One of the most recent methods introduced for lighting show cases is the J-M Linolite System of Illumination made by the H. W. Johns-Manville Company, New York, which consists of a tubular electric light nearly a foot long with the filament stretched out straight. These lamps complete with reflectors only occupy a space 1 1-2 inches deep by 2 1-2 inches wide and can be easily attached to or detached from the case by means of spring clips. These clips are readily adjusted to the interior of the show case, and firmly support the removable shell in its proper position.

An ornamental or plain standpipe or wire conduit is then run down in a corner and through at one end of the case into an outlet box under the base of the case. A single pole flush switch is usually provided for this outlet box so that the lights of each case may be individually controlled when desired.

Here lies a big opportunity in every city in the land. It is a regular gold mine ready for the central station pick and shovel. And since the tools are at hand and the lode close by why isn't this the time to prospect?

An Illumination Primer

The Illuminating Engineering Society has issued a little book entitled "Light; Its Use and Misuse" and it is well worth the attention of the men who sell for central stations and contractors. It is a primer, a book written simply and plainly for the man you sell to. It is shorn of strange words and clouded thoughts and it tells the story.

As an evidence of the popular response, the Society reports that it has occasioned considerable complimentary criticism from people who are generally supposed to have little or no interest in the subject of lighting. From the heads of engineering and physics departments of schools and colleges the society has received numerous letters of commendation together with requests for quantities of the primer for distribution to students. Architects, engineers, oculists, merchants, and others have also expressed their appreciation of the publication. Several lighting companies are planning to issue it to their customers. One large manufacturing company in London has cabled for permission to print and distribute a large edition in Europe. It is not unlikely that the primer will go into many editions. The booklet has already gone into a second edition.



At the Same Cost

NATIONAL MAZDA lamps give three times as much light as carbon lamps at the same cost—and with no disadvantages.

National Mazda lamps are just as rugged as carbon lamps. They require no more care in handling or use. They burn in any position; at any angle; in either fixed or swinging sockets.

NATIONAL MAZDA THE QUALITY LAMP

Twenty-five million National Mazda lamps have been sold in two years. They are not an experiment. They have introduced electric lighting in many places where it was impracticable before—in small houses, motor boats, automobiles, and trains. Whenever a National Mazda lamp has replaced a carbon lamp the user has obtained more light for the same amount of current.

Prices Reduced 20%

Put a National Mazda in every socket in the most important places, as well as where you need light most.

Send for "The National Index to the Proper Lighting of Homes," a free popular booklet that tells how to select the right lamp, lantern, room. Electric service in the home explains how easily and inexpensively proper wiring can be done. Your required things it free.

Where you can get these lamps
National Mazda lamps are made in all sizes for the home—large and small—and are supplied by Lighting Companies and thousands of dealers within the country containing the lamps.

NATIONAL QUALITY LAMP DIVISION

of General Electric Company
1810 East 45th Street, Cleveland

Every National Mazda lamp carries one of the labels shown in this booklet—a guarantee of National Quality.

Banner Electric Works,
Youngstown, Ohio
Brilliant Electric Works,
Cleveland, Ohio
Bryan-Marsh Electric Works,
Central Falls, R. I.
Chicago, Ill.
The Buckeye Electric Works,
Cleveland, Ohio
Colonial Electric Works,
Warren, Ohio

The Columbia Inc. Lamp Works,
St. Louis, Mo.
Economical Electric Lamp Works,
New York City
Federal Miniature Lamp Works,
Cleveland, Ohio
The Fostoria Inc. Lamp Works,
Fostoria, Ohio
General Inc. Lamp Works,
Cleveland, Ohio
Munder Electric Works,
Chicago, Ill. Central Falls, R. I.

Packard Lamp Works,
Warren, Ohio
The Peerless Lamp Works,
Warren, Ohio
Shelby Lamp Works,
Shelby, Ohio
The Sterling Electric Lamp Works,
Warren, Ohio
Sunbeam Inc. Lamp Works,
Chicago, Ill.
New York City

Open Up your cash drawer for more business

OUR SATURDAY EVENING POST advertising is creating in your locality a very tangible opportunity for larger sales. Note carefully the following statements contained in the Post ad of December 7th, shown herewith.

"National Mazda lamps give three times as much light as carbon lamps at the same cost—and with no disadvantages."

"They are just as rugged as carbon lamps. They require no more care in handling or use. They burn in any position; at any angle, in either fixed or swinging sockets."

NATIONAL QUALITY MAZDA LAMPS

are supplied by lighting companies and thousands of dealers, in this blue carton containing five lamps."

Isn't this exactly what you would tell a customer over the counter—the kind of argument that sells lamps for you? This convincing "reason why" copy means greater profits for you if you hook up your local selling with this big advertising campaign.

Keep your store prominently before your fellow citizens through your window displays, newspaper, and other local means at your disposal while the Post is hammering home the advantages of National Mazda illumination.

For advertising assistance communicate with any of the following member works comprising the

NATIONAL QUALITY LAMP DIVISION
OF GENERAL ELECTRIC CO
Cleveland
OHIO

Light Free For 60 Days

A Little Campaign in Springfield (Ohio) That Has Made Good

By J. E. NORTH

Commercial Manager, The Springfield Light, Heat and Power Co., Springfield, Ohio

The word "FREE" has been greatly over-worked but it still delivers the goods. We have been proving it recently in Springfield. Our methods were simple and not at all original, but we were looking for results and we got them.

Last summer we instituted a co-operative campaign, working side by side with the

the free service from The Springfield Light, Heat and Power Company. The Electrical contractors greatly appreciated our proposition, and helped the game along by giving away a \$4.00 electric iron with each order in excess of \$25.00.

During the three months of free service, we increased by nearly five hundred contracts, and the average amount of service donated to each customer in the free period amounted to twenty-four (24) kilowatt hours at eight (8) cents \$1.92. Look it right between the eyes as one item of selling cost, and it is not much to spend to get

New Rate in Harrisburg

A new rate for residence service has recently been instituted by the Harrisburg (Pa.) Light and Power Company. This rate is based on an interesting classification of "active" and "inactive" rooms and is set forth in the introductory booklet as follows:-

Schedule A

(A) For residential electric service, the following rates shall apply:

(1) Primary rate of ten and one-half (10½) cents per kilowatt hour, for all current used each month, up to four (4) kilowatt hours per active room.

(2) All current used monthly in excess of four (4) kilowatt hours per active room, five and one-half (5½) cents per kilowatt hour.

(b) A discount of ten (10) per cent will be allowed on bills paid on or before the twelfth day after the date of rendering said bill.

(c) All renewals of Gem or carbon filament lamps will be delivered to the premises at the expense of the company, under such reasonable rules and regulations as may be established.

(d) A minimum monthly charge of one (1) dollar net will be made when the amount of current consumed during the month is less than the said minimum charge.

Classification of Rooms

Active—	Inactive—
Alcove	Attic
Ballroom	Bathroom
Billiard-room	Bedrooms (3)
Bedrooms in excess of 3	Cellar
Conservatory	Closet
Den	Coal-shed
Dining-room	Corridor
Drawing-room	Garret
Dressing-room	Hallway
Garage	Hothouse
Gymnasium	Laundry
Kitchen	Pantry
Library	Piazza
Living-room	Play-house
Music-room	Porch
Observatory	Portico
Parlor	Sewing-room
Plaza	Sun Parlor
Reception-room	Sheds (Storage)
Reception-hall	Toilet-rooms
Stable	Tower Room
Studio	Unfinished Rooms
All rooms occupied by servants even if located in adjacent buildings but connected to residence meter	
	Appliances

The effect of this new rate on the consumer's bill is illustrated in this example—

<i>Old Rate:</i>	
30 kilowatt hours @ 12 cents per	
kilowatt hour	\$3.60
Less 10 % discount36
Net amount	\$3.24
Average rate per kilowatt hour	\$0.108

<i>New Rate:</i>	
5 active rooms, 4 kilowatt hours each, equals 20	
kilowatt hours, @ 10½ cents per kilowatt	
hour	\$2.10
10 kilowatt hours @ 5½ cents per kilowatt	
hour55
Total	\$2.65
Less 10 % discount26
Net amount	\$2.39
Average rate per kilowatt hour	\$0.08
Or a reduction of 26 per cent	

Another example is cited, based on a consumption of 20 kwh. In this case the bill is reduced from \$2.40 to \$1.89, the average rate per kilowatt hour being \$.0945, a reduction of 12 per cent.

The Harrisburg Company announces that it will also continue for three years to offer a limited demand service on a flat rate basis, controlled by an excess indicator.

Mr. L. W. Layman.

The Rochester Railway & Light Company of Rochester, N. Y., has recently promoted Mr. L. W. Layman to take charge of its trouble department. Mr. Layman has been in general charge of the development of electric sign business.

Electric Light Free For Sixty Days

TO CUSTOMERS HAVING NEW SERVICE CONNECTED TO RESIDENCE BETWEEN MAY 15 AND AUGUST 15, 1912

This proposition applies on old or new houses with six or more outlets which have not been connected to our lines prior to May 15, 1912, and can be reached without additional pole line construction. We will read your meter and send you bill marked "NO CHARGE." Services connected on applications made prior to May 15, 1912, not included.

TELEPHONE NO. 906

THE SPRINGFIELD LIGHT, HEAT & POWER CO.

TELEPHONE ONE OF THE FOLLOWING ELECTRICAL CONTRACTORS FOR ESTIMATES

CRAIN-STEWART CO., Store No. 20 South Limestone St., Bell 201, Home 201
CLOUSE, GEO. W., Shop Primrose Alley, Bell 4458, Home 2493-B
CLEMMONS & FISHER, Store No. 14 North Limestone St., Bell 728
GREEN, J. W., Residence No. 1007 West High St., Home 1149
HAEMMERLE, W. F., Residence No. 346 Mt. Vernon St., Bell 1662
HAWKINS ELECTRIC CO., Residence No. 120 East Euclid Ave., Bell 2102, Home 2102
LESSNER, JOS., Store No. 72 Arcade Building, Bell 1178, Home 1178
MacLEAD, D., Residence No. 428 West Pleasant St., Bell 1353
McDANIEL MANTLE CO., Store No. 132 East Main St., Bell 4067, Home 1471
PATRICK & CROOKS, Shop Kelly Building, Bell 48
SACKETT ELECTRIC CO., Store 115 East High St., Bell 1162, Home 2404
TAVENNER, H. B., Residence No. 2580 Lagonda Ave., Home 868

This is the "Free Offer" card that was sent around. The newspaper ads were practically a reproduction of this statement.

local contractors to secure additional residence consumers. We began by inserting in all our local papers, an advertisement that was in effect a reproduction of the card shown here. It occupied ample space and attracted wide publicity.

In addition to the newspaper advertisements, we had several thousand of the cards printed and distributed by the electrical contractors, and the Company's salesmen.

Our proposition secured attention immediately, and the word "FREE" loomed up before the eyes of some people larger than the morning sun. Some of the newly made customers attempted to compete with the sun. For the first few nights the neighbors thought that Smith's house was on fire, but he explained to them that it was only

a new consumer on these lines. If a hundred-dollar-a-month salesman brought in two residence contracts every working day we would think he was a whirlwind—and we would be right, but those contracts would cost us the same amount. Moreover, the influence of that free offer as an evidence of liberal generosity on the part of the central station created mighty good feeling.

The free service scheme also suggested another; that is, to have cards printed bearing a complete list of the local electrical contractors. We keep a supply of such cards, and when one of our customers inquire about an electrician we present him with a complete list, giving addresses and telephone numbers. The customers appreciate it and so do the contractors.

FIRST,—BUY IT

Then attach to any lamp socket, *press the button and puff!* That's all you have to do with a "HELION" instantaneous Cigar Lighter.

No batteries—no alcohol—no odor.

"HELION," the well-known resistance material, constitutes the heating unit in this cigar lighter. That is why it is the best on the market. It is not affected by cigar ashes, dirt or water, and the high temperature at which it operates makes it possible for you to "get a light" in a minimum length of time.

The "HELION" is as applicable to your office, desk or den as it is to the cigar stand, and equally practical. **Price \$3.00.**

Manufactured by

Helion Electric Company, Newark, New Jersey

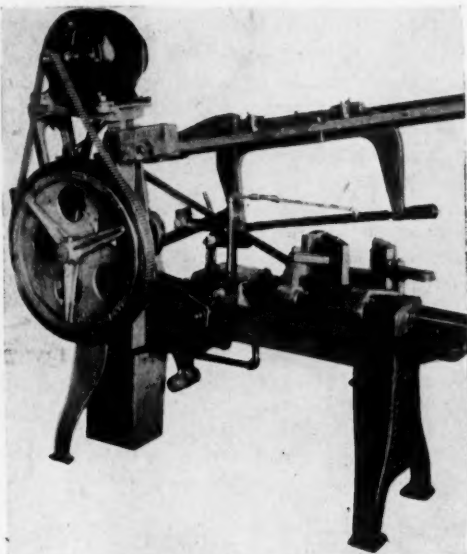


New High-Speed Hack Saw, Electrically-Driven

A high speed hack saw, in which the length of the stroke is automatically regulated by the size of the stock held in the vise, is one of the latest devices to which Crocker-Wheeler electric drive has been applied. This metal cutting machine, the No. 7 Kwik Kut manufactured by E. C. Atkins & Co. of Indianapolis, Ind., is so constructed that practically the entire blade is utilized at each stroke, regardless of the size of stock, and without attention or changing the machine by hand. This is a distinct advance over the standard length of stroke of about six inches adopted for most machines in which the length of the stroke can be changed only by hand.

The cutting capacity of a power hack-saw machine is determined by the travel of the blade and the weight of the saw arm. The gain due to the full stroke of the blade automatically obtained in this machine varies from at least 25% on the largest sizes to 100% on the smaller sizes. This also results in a great saving in the use of blades as the wear on them is distributed over a greater area. The saving in the use of blades is further increased by employing a simple device by means of which the blade is slightly raised on the return (non-cutting) stroke, thus avoiding unnecessary wear which dulls the teeth. This device consists of a friction grip working on a heavy upright bar adjusted by a counterbalancing weight.

For the purpose of increasing the speed and at the same time to avoid burning the blade, this machine is provided with a complete and efficient lubricating system, consisting of pump, tank, pipes and catch basin.



A new high-speed, automatic-action, motor-driven hack saw.

If required to cut at an angle, the machine is furnished with a swivel vise, so constructed that material can be cut at any angle up to 45 degrees. Otherwise the machine is supplied with a solid vise which saves loss of blade travel. The machine is also provided with an automatic stop, an outside rest which holds the stock until the cut is complete, and a special depth gauge which provides for automatically stopping the saw at any desired depth in the cut.

The Crocker-Wheeler motor which is used to drive this machine is 1/2 HP, 230 Volt, 550-1100 RPM, direct current machine, resting on a special bracket. The motor is connected with a patented silent chain, running over hardened tool steel gears. The speed is controlled by a regulator attached

to the motor bracket, which enables the operator to run at any speed desired, from the minimum of 50 strokes per minute up to 100 strokes, by small gradations.

The Brooklyn "Y-R" Sign and What Happened

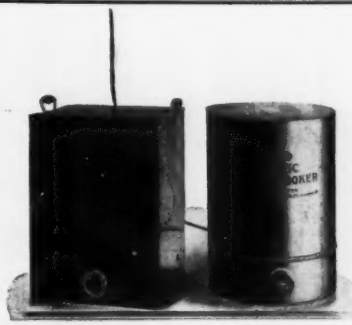
Some time ago the Edison Electric Illuminating Company of Brooklyn erected a large "Puzzle Sign" opposite the Atlantic Avenue station of the Long Island Railroad, where the daily traffic is exceedingly heavy. The sign was a large illuminated bulletin bearing the letters "Y-R" and an evening



This puzzle-sign was read by thousands of people daily and created great interest.

picture of a dwelling brightly illuminated as shown in the reproduction. A prize offer was made on the sign itself, the public being invited to mail their solutions of the puzzle to the Company.

Mr. M. S. Seelman, Jr., reports that 215 replies were received direct from all parts of the city and that it occasioned much comment and conjecture among the crowds that thronged the section, night and morning.



No more servant problem
No more kitchen drudgery

For women who use the

QUAD ELECTRIC STOVE AND FIRELESS COOKER

BOILS, BAKES, FRIES,
ROASTS OR STEWS

AND PAYS FOR ITSELF IN MONEY SAVED!

MADE BY

THE A. L. SYKES MFG. CO.

CINCINNATI, O., U. S. A.

GET OUR CIRCULAR AND SALES PLAN

The souvenir sent in response to the correct reading of the puzzle was a little incandescent lamp stick pin, and a large number were distributed. Some of the replies received were incongruous and comical as is evidenced by these two, which were published in the November number of the Bulletin of the Brooklyn Company Section N. E. L. A.—

Brooklyn, N. Y., Sept 16, 1912.

Dear Sirs:—

The answer to your query on the bill-board at Atlantic Avenue is quite simple and belongs to the realm of chemistry and physics.

The large portrayal of a home dimly lighted although utilizing the gas to the fullest capacity, is due to the following phenomena:—

The hydrocarbons—(compounds of carbon and hydrogen) of the gas after being ignited require a definite amount of oxygen to maintain combustion. But CO-2 is constantly being given off as a product of this combustion. The carbon-dioxide (CO-2) does not support combustion; therefore the quantity of oxygen (combustion supporter) being diminished and the quantity of carbon-dioxide (CO-2) (non-supporter of combustion) being increased the result is dimly lighted rooms.

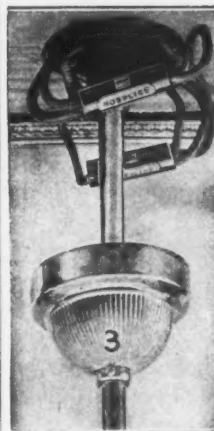
This could not occur with electrically lighted rooms because the principle of inception and maintenance of light is different. The light is produced by the resistance of the filaments within the bulb, to the current:

The "NOSPLICE" For Connecting Fixtures to Outlets



It is no longer necessary to
use solder, tape, or grease.

Connect fixtures with "NOSPLICES"
and do away with grounds and short
circuits caused by defective soldered
and taped joints.



"NOSPLICE"
Used with Outlet Box



"NOSPLICE"
Used with Moulding

To connect up a fixture, all you have to do is to scrape the wires, place them in the ends of the "NOSPLICE" and tighten the screws. The fixture is hung and connected in about half a minute without leaving the ladder.

Approved by the National Board of Fire Underwriters. Write for sample and full particulars to

THE MORRISEFF ELECTRIC MFG. CO.
84 Walker St., New York City

this filament is set in a vacuum and the light does not require oxygen as there is no combustion.

Trusting this explanation will meet with your approval and merit its reward, I sincerely remain,
Yours,

Another writer whose imaginative mind was spurred on by thoughts of receiving one of the clever little souvenirs which were given for correct answers, sent the following—

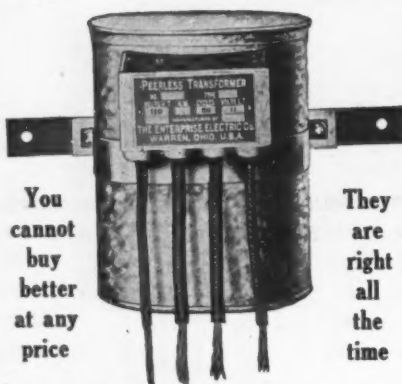
Edison Electric Co.,
Brooklyn, N. Y.

Gentlemen:—

Herewith for your approval I submit what I consider the solution of your sign at Flatbush and Atlantic Avenues.

"Why are your windows bright?"

Sign Transformers



You cannot buy better at any price

They are right all the time

No SIGN TRANSFORMER will give you better service or more satisfied customers than

PEERLESS
THE ENTERPRISE ELECTRIC CO.
WARREN, OHIO

Because of Edison Electric Light."

The last is suggested by myself to make a Po'm. This is it, say I, and if I'm right please dispatch "souvie," to

Yours truly,

Electric Trucks For Brewers

Next to the express companies, the brewing industry of the United States has made the largest investment in electric commercial vehicles. Over \$1,000,000 has been spent by five of the largest brewers in the purchase of electric trucks and a sum aggregating \$3,000,000 represents the investment in electrics of the entire industry.

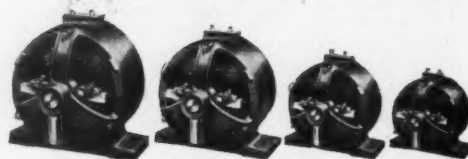
Jacob Ruppert, one of the large New York

brewers, who owns eighty-three electric cars is cited by "The Electric Vehicle" (house organ of the Denver Gas and Electric Light Company) as one of the big men in the business.

The cost of delivering beer when his company was using 120 costly horses was 33.7 cents per barrel. After all costs for one year, such as battery and tire renewals, current for the machines and other maintenance costs were carefully figured, the Ruppert Brewing Company found they were delivering beer with twenty trucks at a cost of 24.75 cents per barrel, a saving of approximately 9 cents on each one.

Electrics carry from fifty to fifty-two half-barrels to the load and the weight is about 11,000 pounds. The horse equipment carried about the same load and traveled nearly twelve miles a day as against a rated battery mileage of thirty-five for the five-ton machines and a speed of seven miles an hour, practically twice as fast as the horses were able to travel and nearly three times as far. The lighter machines—three and one-half tons capacity—have a battery mileage of forty and a speed of eight miles per hour, thus allowing the beer deliveries to be made nearly three times as fast as with horses and practically three times the area is covered. Under almost any conditions the trucks are 100 per cent faster than the horse equipment.

PEERLESS MOTORS



ARE GUARANTEED MOTORS

Guaranteed for one year from date of shipment against inherent mechanical or electrical defects.

For driving small electric appliances in the home, office or shop, there is no better or more complete line of alternating or direct current motors made.

Let us supply your next customer.

The Peerless Electric Co.
Warren, Ohio

Agencies in all Principal Cities.

The Efficiency Factors in Electric Signs.

Commenting on outdoor advertising in the "Sign of the Times," Mr. C. F. Huebner says:

"No sign that cannot be grasped at a single glance will be read by the passer-by. He must get it all at once. It must mean something to him and he must be able to say of it that 'there is a good advertisement' even though he may not be a present or prospective victim of its selling power. In a word, there must be a direct impression made by the form of the display. Its colors should be harmonious within itself, and in contrast with its environment or background.

"The psychology of color plays an important part. We know that certain colors are more attractive than others. Some of them are even negative in effect. Reds and greens have the greatest appeal. Yellows and orange are among the repulsive colors. White and gray are the neutral colors and care should be used in the space that is given them.

"The location of a display is the important element to be considered. It must be the best obtainable, dependent somewhat upon the service the display is to give. An electric sign of heroic size, for instance, is more appropriately placed on the top of a skyscraper, than just above the level of the head of the man on the street. The fascination of a changing, flashing sign is undeniable. Men will stand and watch one through long minutes of time no matter where it is."

Glenn C. Webster.

Mr. Glenn C. Webster has been appointed general manager of the Tungstolier Works of General Electric Company, Conneaut, Ohio, to succeed Mr. E. J. Kulas, who has resigned to take up a new opportunity in another field.

Mr. Webster has for some time been the executive head of the Engineering Department of the National Electric Lamp Association in Cleveland, now the National Quality Lamp Division of General Electric Company.

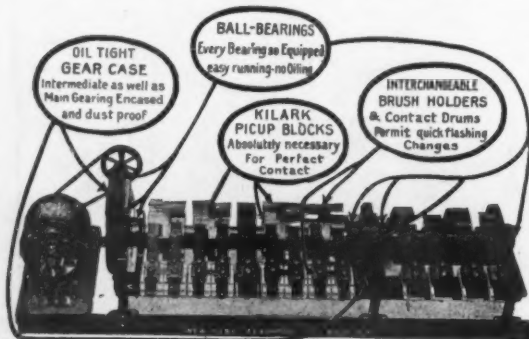
Flashers vs. Central Stations

Dec. 1912

Current Events

No. 6

October 23 we received a letter from one of our good customers (one of the largest sign manufacturers in the U. S.) and we quote from this letter as follows:



"Confidentially, and to go no further, what kind of a promise can you make us on shipments, if we give you ALL of our flasher business? We are receiving DISCOURAGING REPORTS from our salesmen and also locally on some OTHER MAKES OF FLASHERS, while YOURS SEEM TO STAND UP RIGHT ALONG," etc.

Would "loose talk" produce that letter? Would we be making more Flashers than all the others put together, if we were not "delivering the goods"? You cannot afford to let signs go into your town equipped with unreliable mechanisms. "DON'T BUY TROUBLE."



Style A

BEWARE OF INFRINGING COLOR CAPS.

A detachable spring supported COLOR CAP has recently appeared upon the market. We claim it infringes upon our letters patent. The TRADE is cautioned therefore, to ascertain before buying, if it infringes upon our patents. We are preparing to vigorously protect our rights.



Style B

BETTS & BETTS

Largest Manufacturers of Flashers; Electric Clocks and Sign Accessories in the World.

254 W. 55TH STREET, NEW YORK, U. S. A.

On the Subway

Code Word, "Bettsania", W. V. Lieser's and Private Codes Used

Winter Storage for Electric Fans.

To prevent dust and dirt accumulating on his rental fans during the winter months, Mr. J. T. Skinner, manager of the Lawrence Railway & Light Company, of Kansas, has devised a plan which might be advantageously followed by others in the business.

He takes the shipping boxes in which the fans are received, knocks out one end, and assembles them in piles like a sectional bookcase, fastening them together by nailing laths across their backs and a piece of wood planking on top.

A piece of lath is nailed across each cover and allowed to project over just far enough so that it can be tacked to the edges of the box to hold the cover in place.

Each box is numbered and card-indexed. The card also contains the details of each fan as given on its nameplate, where it was last used, when wanted again, its condition, parts missing, necessary repairs, etc. During the winter months when outside work is slack, the men's time is utilized in putting the fans in condition for the coming summer.

Electric Shoe Duster as Window Attraction.

A motor-driven shoe duster in the form of a rotary brush which projects out of the store front under the display window, and close to the sidewalk, has been installed by a progressive shoe shine establishment in Peoria, Illinois.

Pedestrians can thus have the dust brushed from their footwear while they look into his window, and many people walk considerably out of their beaten track to take advantage of this opportunity.

The brush is about 14 inches in diameter, of the kind used on electric shoe repairing machines. It is mounted on a shaft which runs inside the shop and carries on the inner end a pulley of about the same diameter as the brush, which is belted to a one-sixth horsepower motor running at 3,400 revolutions per minute.

As the motor runs from 6 a. m. to 10 p. m. daily, it provides a desirable load for the central station which also supplies current for operating the cleaning machinery of the establishment.

**"Take-one" Boxes in Street Cars**

By L. J. WILHOITE
Chattanooga Railway & Light Company,
Chattanooga, Tenn.

The superintendent of our street railway department, saw a big idea in a "railway journal" and he straightway coupled the idea to a brawny intention and soon thereafter there appeared in each car six neat little "take-one" boxes. The "Trolley Dodger" made its initial bow to the public from these little boxes and entertained "he who rid" with schedules, "Don't knock but kick" advice and other funny stories. At first the dodger slipped into the boxes once a week, then later every other week and then a little later still it died, leaving these little traveler's libraries empty, save for now and then a lonesome-looking conductor's report envelope sticking in the one nearest the hind end of the car. Then it was I began to have these little boxes filled with heating appliance literature. It is good publicity advertising and it does not cost anything. The heating manufacturers furnish the dope and all we have to do is to stick it in the boxes.



Audiffren-Singrun
Refrigerating
Machine

More
\$\$\$

This means that if you will co-operate with us in placing these machines in your territory, the result will be a substantial increase in your current consumption.

The Audiffren-Singrun Refrigerating Machine is the only absolutely practical, small ice-making and refrigerating machine. Hundreds of private families, hotels, cafes, clubs, institutions and stores in your territory would be glad to install this money-saving machine if they only knew about it. Anyone can run it. No ammonia; no danger; nothing to get out of order.

Our sales force will co-operate with you in selling.

Write nearest Branch for full particulars and Booklet No. 50. It cannot fail to interest you.

H. W. JOHNS-MANVILLE CO.

Manufacturers of Asbestos
and Magnesia Products.

TRADE
ASBESTOS
MARK

Asbestos Roofings, Packings,
Electrical Supplies, Etc.

Albany
Baltimore
Boston

Buffalo
Chicago
Cincinnati

Cleveland
Dallas
Detroit

Indianapolis
Kansas City
Los Angeles

Louisville
Milwaukee
Minneapolis

New Orleans
New York
Omaha

Philadelphia
Pittsburgh
San Francisco

Seattle
St. Louis
Syracuse

For Canada—THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED,
Toronto, Montreal, Winnipeg, Vancouver

1879

OUTDOOR ADVERTISING EVERYWHERE

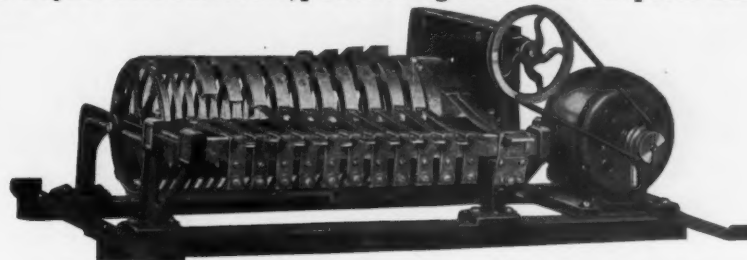
The O.J. Gude Co., N.Y.

Originators of Spectacular Electric Sign Advertising, and of the
"Great White Way," New York City

Owners of Electric Moving Sign U. S. Patent No. 648,677

RECO FLASHERS

Have adjustable contacts, permitting minor or complete changes



RUGGED—SIMPLE—TROUBLE PROOF

LAMP HOODS

Best quality

Natural glass

Patented 10-29-1912

FOR COLOR EFFECTS IN ELECTRIC DISPLAYS

Reynolds Electric Flasher Mfg. Co.

Largest Manufacturers of Flashers in the World

Also Manufacturers of Billboard Reflectors, Time Switches, Transformers, Window Displays, etc.

617-631 W. Jackson Blvd., Chicago

1123 Broadway, New York

SILENT, SAFE AND SURE



Silent because the enclosed, self-oiling gearing runs so smoothly it can hardly be heard above the purr of the motor.

Safe because there is absolutely no exposed gearing, cogs, cams, belts or other moving parts. Even the inclined shaft is enclosed.

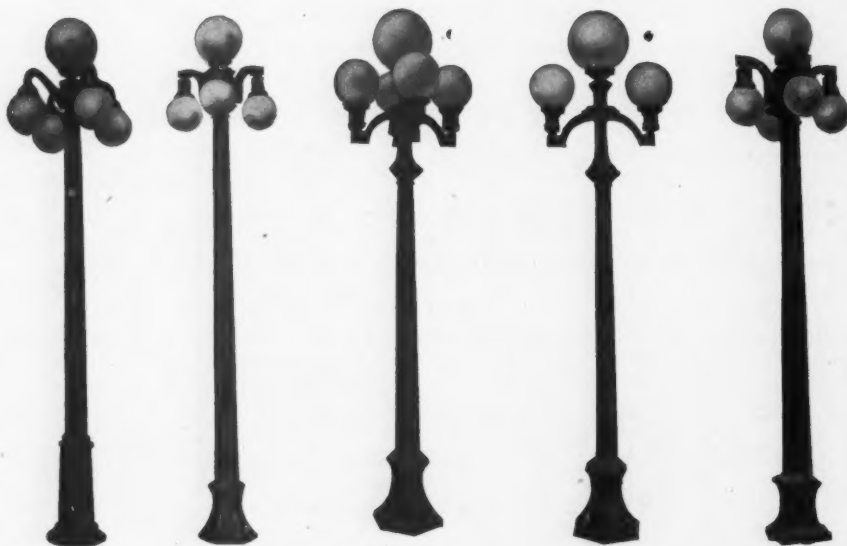
Sure because it operates on the revolving drum principle which has been used in all successful washing machines—large and small. Drum revolves six times in one direction and then automatically reverses.

The Edén Home Laundry Machine Costs the Consumer \$85

The New Business Departments of Central Stations will find the "Edén" machine a fool-proof, trouble-free appliance. The satisfactory performance of every machine is guaranteed for five years.

BROKAW-EDEN MANUFACTURING CO.

23d St. and Western Ave., Chicago



Independent Foundry Company
Portland, Oregon

The Boston Electric Motor Car Club.

The Electric Vehicle Club of Boston met on November 14th to reorganize under the name of the Boston Electric Motor Car Club.

From now on, meetings will be held fortnightly to promote co-operation between automobile dealers and central stations in the development of the electric truck and pleasure car throughout the New England field.

With President Day Baker in the chair, a constitution and by-laws were adopted for the new association, and a general discussion of the electric automobile situation in Boston followed.

Mr. W. H. Atkins, general superintendent of the Boston Edison Company, outlined plans for a series of popular lectures to be given under the direction of that company during the coming winter before local boards of trade, church and social organizations.

Mr. P. E. Whiting said that the Cambridge Electric Light Company is about to install, near Harvard Square, a new charging station capable of charging the largest machines, and Mr. John A. Voodry of Boston spoke on salesmanship as applied to automobiles.

The annual membership dues of the Boston Electric Club are \$10 for electric vehicle dealers, and \$2 for the owners of machines.

Electricity for Aging Cheese

The aging of cheese is a slow, tedious process that very materially reduces profits both to the importer and distributor. A Dutch farmer claims that the time may be reduced to 24 hours by passing a current of electricity through the cheese.

WANTED

Salesmen — Central Station Solicitors

To become Illuminating Engineers by our special system—taught by mail.

Why work for seventy-five dollars, when hundreds of Illuminating Engineers are making one hundred and fifty dollars a month?

What is your salary, Mister Man?

Our Association is composed of Illuminating Engineers who are past graduates of the General Electric and Westinghouse Illuminating Engineering Schools.

Write today for our Special January terms. Certificates awarded to those who graduate. Technical knowledge not necessary.

Illuminating Engineering Association

Boston, Mass.

POSITIONS OR MEN WANTED

The rate for "Positions or Men Wanted" advertisements of forty words or less is one dollar an insertion; additional words, one cent each; payable in advance. Remittances and copy should reach this office not later than the 15th of each month for the next succeeding issue.

Replies may be sent in care of Electrical Merchandise, 17 Madison Avenue, New York City.

WANTED:—By large Central Station in eastern city, experienced salesmen of lighting equipment, and solicitors. Applicants state experience, references and compensation expected. Address "Lighting Equipment" care Electrical Merchandise, 17 Madison Ave., New York.

A Central Station Sales Manager with a record for an aggressive and successful career, wishes to connect with an operating company or manufacturer of electrical appliances. Experienced in all lines of the business. Address SALES, care of ELECTRICAL MERCHANDISE, 17 Madison Ave., New York City.

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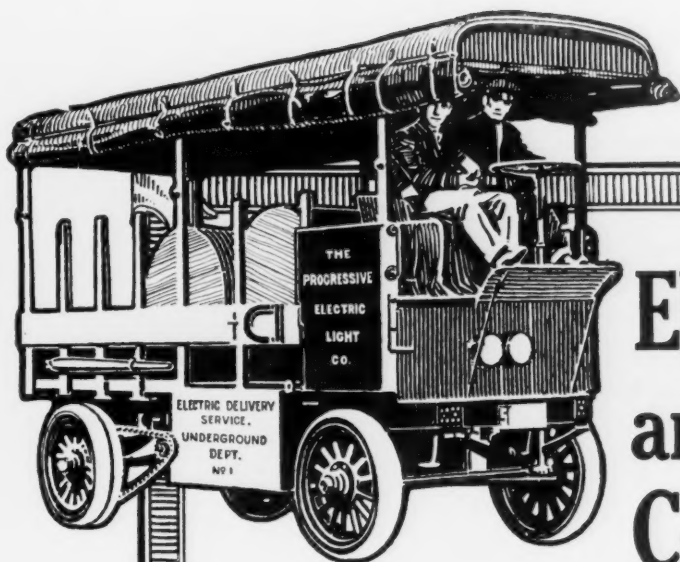


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ERCHAN-



Electric Trucks are best for any Central Station

—most efficient and most economical

The Central Station that does not use Electric Trucks is overlooking a big factor for its own betterment. Electric Trucks are most perfectly adapted to the outdoor work of electric lighting companies. They are power plants on wheels—ready always to do their work cheaper, better and quicker than any other type of vehicle. Here are some of the uses to which any Central Station can adapt Electric Trucks:

1. General hauling of all kinds.
2. The hauling of heavy material, such as transformers, reels of cable, etc., in which the electric winch is indispensable.
3. The application of the electric vehicle in the construction of aerial lines, where electrically operated cranes are used for erecting or removing poles, transformers, etc.
4. The use of the electric vehicle in underground work for the drawing in and out of cable and pumping out of manholes.
5. The use of the electric tower wagon for trimming of arc lamps, etc.
6. The adaptability of the electric vehicle as an advertising medium.

Small electric wagons are used by many companies for the delivery of lamps, meters, etc. These wagons are equipped with crates, etc., and have excellent advertising value as well as giving efficient, economical service.

Your use of Electric Trucks recommends them to others

Once the vehicle users in your locality see that you have confidence in Electric Commercial Vehicles, it will be easy to induce them to follow your lead. Of course, you know the value of a vehicle charging business in making off-peak hours profitable. Why not boost Electric Vehicles with this end in view?



We are conducting a nation-wide advertising campaign on behalf of the Electric Vehicle—pleasure and commercial—in 41 standard magazines and trade journals. We will gladly show you how you can make this national advertising of immense individual benefit to your Central Station. For full particulars write today.

ELECTRIC VEHICLE ASSOCIATION OF AMERICA
BOSTON NEW YORK: 124 W. 42nd St. (31) CHICAGO

VALENTINE ELECTRIC SIGNS

Striking
in
Appearance



Practical
in
Design

Are Worked on a Central Station Co-operative Plan

It won't cost you a cent to load your wires to the limit with electric sign business if you co-operate with us.

We design and put up the signs—you furnish the current—your customers pay for both. We ask only a fair price for the signs.

Your revenue from lighting the signs will last for years because they will be permanent signs and will produce satisfactory results.

Let us tell you how we have helped other central stations get sign business, one to the extent of 70,000 lamps.

→ Write us to-day ←

Valentine Electric Sign Co.

Atlantic City, New Jersey

